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**(1) CHANGE OF COMPANY SECRETARY,
AUTHORIZED REPRESENTATIVE AND PROCESS AGENT**
**(2) APPOINTMENT OF REMUNERATION COMMITTEE MEMBER AND
CHANGE OF CHAIRMANSHIP OF REMUNERATION COMMITTEE**

The board of directors (the “Board”) of Alibaba Pictures Group Limited (the “Company”) announces the following changes with effect from October 3, 2014:

**CHANGE OF COMPANY SECRETARY, AUTHORIZED REPRESENTATIVE
AND PROCESS AGENT**

Ms. FUNG Ching Man, Ada (“Ms. Fung”) has resigned as company secretary of the Company and ceased to act as an authorized representative of the Company under rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Hong Kong Companies Ordinance.

Ms. WONG Lai Kin, Elsa (“Ms. Wong”) has been appointed as company secretary of the Company, an authorized representative under rule 3.05 of the Listing Rules and an authorized representative to accept on behalf of the Company the service of process in Hong Kong under the Hong Kong Companies Ordinance.

Ms. Wong is currently a senior legal director of ALIBABA.COM CHINA LIMITED. She holds a Bachelor’s degree and a Master’s degree in Law from The University of Hong Kong, as well as a Master’s degree in Corporate Finance from The Hong Kong Polytechnic University. Ms. Wong is a solicitor of the Supreme Court of Hong Kong and the Supreme Court of England and Wales and holds the Chartered Financial Analyst designation. She has over 24 years of experience in the legal profession with majority years working as corporate counsel and company secretary of Hong Kong listed companies.

Ms. Fung has confirmed that she has no disagreement with the Board and there is no matter which needs to be brought to the attention of the shareholders of the Company in respect of her resignation.

The Board would like to take this opportunity to express its appreciation to Ms. Fung for her valuable contribution to the Company during her tenure of service and welcome Ms. Wong for her new appointment.

APPOINTMENT OF REMUNERATION COMMITTEE MEMBER AND CHANGE OF CHAIRMANSHIP OF REMUNERATION COMMITTEE

Mr. TONG Xiaomeng, an independent non-executive director of the Company, has been appointed as the chairman and a member of the remuneration committee of the Company and accordingly, Ms. ZHANG Yu has ceased to be the chairman of the remuneration committee but remains as a member of the remuneration committee.

On behalf of the Board
Alibaba Pictures Group Limited
Shao Xiaofeng
Chairman

Hong Kong, October 3, 2014

As at the date of this announcement, the Board comprises Mr. Shao Xiaofeng, Mr. Liu Chunning and Mr. Zhang Qiang, being the executive directors; and Mr. Li Lianjie, Mr. Tong Xiaomeng and Ms. Zhang Yu, being the independent non-executive directors.