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万 华 媒 体 ONEMEDIAGROUP

One Media Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 426)

THIRD QUARTER RESULTS ANNOUNCEMENT FOR THE THREE MONTHS ENDED 31ST DECEMBER 2010

The directors (the “Directors”) of One Media Group Limited (the “Company”) announce the unaudited consolidated results of the Company and its subsidiaries (the “Group”) for the three months ended 31st December 2010, together with the comparative unaudited consolidated figures for the corresponding period in 2009 as follows:

CONSOLIDATED INCOME STATEMENT FOR THE THREE MONTHS ENDED 31ST DECEMBER 2010

| | Notes | (Unaudited) | |
|---|-------|----------------------------------|----------------------|
| | | Three months ended 31st December | |
| | | 2010 | 2009 |
| | | HK\$'000 | HK\$'000 |
| Turnover | 2 | 64,186 | 58,695 |
| Cost of goods sold | | <u>(26,712)</u> | <u>(24,936)</u> |
| Gross profit | | 37,474 | 33,759 |
| Other income | | 893 | 123 |
| Selling and distribution costs | | (11,861) | (13,878) |
| Administrative expenses | | <u>(9,020)</u> | <u>(6,981)</u> |
| Profit before income tax | | 17,486 | 13,023 |
| Income tax expense | 4 | <u>(3,018)</u> | <u>(2,539)</u> |
| Profit for the period | | <u>14,468</u> | <u>10,484</u> |
| Profit attributable to: | | | |
| Equity holders of the Company | | <u>14,468</u> | <u>10,484</u> |
| Earnings per share attributable to equity holders of the Company during the period (expressed in HK cent per share) | | | |
| - Basic and diluted | 5 | <u>3.62</u> | <u>2.62</u> |

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
FOR THE THREE MONTHS ENDED 31ST DECEMBER 2010

| | (Unaudited) | |
|--|---|----------------------|
| | Three months ended 31st December | |
| | 2010 | 2009 |
| | <i>HK\$'000</i> | <i>HK\$'000</i> |
| Profit for the period | 14,468 | 10,484 |
| Other comprehensive income | | |
| Currency translation differences | <u>477</u> | <u>45</u> |
| Total comprehensive income for the period | <u>14,945</u> | <u>10,529</u> |
| Total comprehensive income attributable to: | | |
| - Equity holders of the Company | <u>14,945</u> | <u>10,529</u> |

CONSOLIDATED BALANCE SHEET
AS AT 31ST DECEMBER 2010

| | Notes | 31st December 2010 HK\$'000 | 31st March 2010 HK\$'000 |
|--|-------|-----------------------------------|--------------------------------|
| ASSETS | | | |
| Non-current assets | | | |
| Property, plant and equipment | | 4,539 | 4,318 |
| Intangible assets | | 2,573 | 2,591 |
| Deferred income tax assets | | 52 | - |
| | | <u>7,164</u> | <u>6,909</u> |
| Current assets | | | |
| Inventories | | 9,928 | 11,045 |
| Trade and other receivables | | 62,487 | 44,535 |
| Current income tax recoverable | | - | 645 |
| Cash and cash equivalents | | 95,709 | 125,365 |
| | | <u>168,124</u> | <u>181,590</u> |
| Total assets | | <u>175,288</u> | <u>188,499</u> |
| EQUITY | | | |
| Capital and reserves attributable to the Company's equity holders | | | |
| Share capital | | 400 | 400 |
| Share premium | | 456,073 | 456,073 |
| Other reserves | | (332,012) | (333,175) |
| Retained earnings | | | |
| - Proposed dividends | 6 | 3,000 | 42,000 |
| - Others | | 18,860 | 1,760 |
| | | <u>146,321</u> | <u>167,058</u> |
| Total equity | | <u>146,321</u> | <u>167,058</u> |
| LIABILITIES | | | |
| Non-current liabilities | | | |
| Deferred income tax liabilities | | - | 41 |
| Long service payment obligations | | 32 | 32 |
| | | <u>32</u> | <u>73</u> |
| Current liabilities | | | |
| Trade and other payables | | 18,141 | 16,622 |
| Amounts due to fellow subsidiaries | | 7,426 | 4,746 |
| Current income tax liabilities | | 3,368 | - |
| | | <u>28,935</u> | <u>21,368</u> |
| Total liabilities | | <u>28,967</u> | <u>21,441</u> |
| Total equity and liabilities | | <u>175,288</u> | <u>188,499</u> |
| Net current assets | | <u>139,189</u> | <u>160,222</u> |
| Total assets less current liabilities | | <u>146,353</u> | <u>167,131</u> |

NOTES

1 BASIS OF PREPARATION AND ACCOUNTING POLICIES

(a) *Basis of preparation*

The financial information of the Company (the “Financial Information”) for the three months ended 31st December 2010 is unaudited and has been prepared in accordance with International Financial Reporting Standards (“IFRSs”) issued by the International Accounting Standards Board (“IASB”), requirements of the Hong Kong Companies Ordinance and applicable disclosure requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

This Financial Information has been prepared under the historical cost convention.

This third quarter results announcement should be read in conjunction with the audited consolidated annual financial statements for the year ended 31st March 2010 and the interim results announcement for the six months ended 30th September 2010.

(b) *Accounting policies*

The preparation of this Financial Information in conformity with IFRSs requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group’s accounting policies.

The accounting policies adopted are consistent with those used in the audited consolidated annual financial statements for the year ended 31st March 2010. IASB has issued a number of new standards, amendments to standards and interpretations that have become effective for the accounting period beginning 1st April 2010. These amendments to standards and interpretations had no material impact on the Group’s results and financial positions.

The Group has not early adopted new or revised standards and amendments to standards that have been issued but are not yet effective for the accounting period beginning 1st April 2010. The Group is in the process of making an assessment of the impact of these new or revised standards and amendments to standards on the Group’s results and financial position in the period of initial application.

2 SEGMENT INFORMATION

IFRS 8 “Operating Segments” requires operating segments to be identified based on internal reporting that is regularly reviewed by the chief operating decision maker. The Group has regarded the Group’s Executive Committee as the chief operating decision maker in order to allocate resources to segments and to assess their performance.

The Group’s Executive Committee considers the business from geographic perspective. Geographically, management considers the performance of publication, marketing and distribution of lifestyle magazines in Hong Kong and Mainland China.

The Group’s Executive Committee assesses the performance of the operating segments based on a measure of operating profit/loss before tax but excluding corporate expenses. Other information provided is measured in a manner consistent with that in the internal financial reports.

2 SEGMENT INFORMATION (Continued)

The Group's turnover and results provided to the Executive Committee for the reporting segments for the three months ended 31st December 2010 are as follows:

| | (Unaudited) | | | | | |
|---|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Three months ended 31st December | | | | | |
| | Publication, marketing and distribution of lifestyle magazines | | | | | |
| | Hong Kong | | Mainland China | | Total | |
| | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 |
| | <i>HK\$'000</i> | <i>HK\$'000</i> | <i>HK\$'000</i> | <i>HK\$'000</i> | <i>HK\$'000</i> | <i>HK\$'000</i> |
| Turnover | 52,144 | 46,947 | 12,042 | 11,748 | 64,186 | 58,695 |
| Segment profit/(loss) before income tax | 21,168 | 17,415 | (971) | (2,071) | 20,197 | 15,344 |
| Unallocated expenses | | | | | (2,711) | (2,321) |
| Profit before income tax | | | | | 17,486 | 13,023 |
| Income tax expense | | | | | (3,018) | (2,539) |
| Profit for the period | | | | | 14,468 | 10,484 |
| Other information: | | | | | | |
| Depreciation of property, plant and equipment | 276 | 473 | 149 | 236 | 425 | 709 |
| Amortisation of intangible assets | 9 | 7 | 2 | 3 | 11 | 10 |

3 EXPENSES BY NATURE

Expenses included in cost of goods sold, selling and distribution costs and administrative expenses are analysed as follows:

| | (Unaudited) | |
|---|--------------------|-----------------|
| | Three months ended | |
| | 31st December | |
| | 2010 | 2009 |
| | <i>HK\$'000</i> | <i>HK\$'000</i> |
| Raw materials used | 13,993 | 13,164 |
| Depreciation of property, plant and equipment | 425 | 709 |
| Amortisation of intangible assets | 11 | 10 |
| Employee benefit expenses (including directors' emoluments) | 15,391 | 14,483 |
| Loss on disposal of property, plant and equipment | - | 9 |
| Occupancy costs | 738 | 957 |

4 INCOME TAX EXPENSE

Income tax expense is recognised based on management's best estimate of the weighted average annual income tax rate expected for the full financial year.

Hong Kong profits tax has been provided at the rate of 16.5% (2009: 16.5%) on the estimated assessable profit for the period.

No provision for the People's Republic of China ("PRC") enterprise income tax has been made as the Group has no assessable profits generated in PRC during the three months ended 31st December 2010 (2009: Nil).

| | (Unaudited) | |
|--------------------------------------|---|---------------------|
| | <u>Three months ended 31st December</u> | |
| | 2010 | 2009 |
| | <i>HK\$'000</i> | <i>HK\$'000</i> |
| Current income tax | | |
| - Hong Kong profits tax | 3,046 | 2,605 |
| Deferred income tax | | |
| - Current deferred income tax credit | <u>(28)</u> | <u>(66)</u> |
| | <u>3,018</u> | <u>2,539</u> |

5 EARNINGS PER SHARE

Basic earnings per share is calculated by dividing the Group's unaudited profit attributable to equity holders of the Company by the weighted average number of ordinary shares in issue during the period.

| | (Unaudited) | |
|---|---|--------------------|
| | <u>Three months ended 31st December</u> | |
| | 2010 | 2009 |
| | <i>HK\$'000</i> | <i>HK\$'000</i> |
| Profit attributable to the equity holders of the Company | <u>14,468</u> | <u>10,484</u> |
| Weighted average number of ordinary shares in issue (in thousands) | <u>400,000</u> | <u>400,000</u> |
| Basic earnings per share (HK cent per share) | <u>3.62</u> | <u>2.62</u> |

There is no dilutive effect arising from the share options granted by the Company.

6 DIVIDENDS

No dividend has been declared by the Directors during the three months ended 31st December 2010 (2009: Nil).

The Directors have declared an interim dividend of HK0.75 cent (2009: HK0.5 cent) per ordinary share, totalling HK\$3,000,000 (2009: HK\$2,000,000), which was paid on 14th January 2011.

7 CONTINGENT LIABILITIES

As at 31st December 2010, the Group did not have any material contingent liabilities or guarantees (31st March 2010: Nil).

8 REVIEW OF OPERATION

For the quarter under review, the Group recorded a consolidated turnover of HK\$64,186,000 (2009: HK\$58,695,000), increased by 9% from the same quarter of last year as this quarter is generally the best season for the whole financial year. The turnover in Hong Kong and Mainland China increased 11% and 3%, respectively. As a result, the Group's profit before income tax for this quarter increased 34% to HK\$17,486,000 (2009: HK\$13,023,000) contributed by the improvements in both Hong Kong and Mainland China operations.

By Order of the Board
One Media Group Limited
TIONG Kiu King
Director

Hong Kong, 25th February 2011

As at the date of this announcement, Mr. TIONG Kiu King, Mr. TIONG Kiew Chiong and Mr. TUNG Siu Ho, Terence are executive directors of the Company. Mr. YU Hon To, David, Mr. SIT Kien Ping, Peter and Mr. TAN Hock Seng, Peter are independent non-executive directors of the Company.