

**MODERN MEDIA HOLDINGS LTD:  
THANK YOU VERY MUCH FOR THE OFFER,  
BUT THIS MEDIUM WILL PASS**

Such chutzpah!

Modern Media Holdings Ltd () (Code: 72, Main Board, The Stock Exchange of Hongkong Ltd) is as modern as the art of the father of Western medicine, the greatest Greek doctor of antiquity: Hippocrates.

This great thinker died about 2,400 years ago.

Modern Media Holdings Ltd, the shares of which traded, today, for the first time, pitched its story in its Placing and Public Offer Prospectus on Friday, August 28, 2009.

The Company Offered 100 million, one-cent Shares at a price of between \$HK1.15 per Share and \$HK1.41 per Share.

Of the total number of Shares on Offer/Placing, only 10 million Shares were allotted to investors of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

These Shares were New Shares, **TARGET** () hastens to point out.

The other 90 million Shares, known as Placing Shares, were, also, New Shares.

Last Tuesday, it was announced that the Offer Price Per Share was determined at \$HK1.29.

This was in line with the estimate, contained in the Company's Prospectus when Modern Media Holdings Ltd stated that it hoped to raise about \$HK106 million, net of expenses.

In fact, the Company netted about \$HK107 million, \$HK1 million more than had been estimated.

This money will be used for the following purposes:

1. About \$HK69.60 million in order to expand the range of coverage of its magazines in the PRC, proper, being distinct and separate from the HKSAR of the PRC;
2. About \$HK 21.40 million to be used for sales and marketing in the PRC, proper;
3. About \$HK10.70 million for the establishment of new offices in the PRC, proper; and,
4. About \$HK5.30 million to be used as General Working Capital.

This Company is in the business of publishing 9 magazines in the Chinese language, most of which are aimed at PRC consumers.

Of the 9 magazines, 2 magazines are published on a weekly basis, the other 7 magazines are published on a monthly basis.

Page 69 of the Prospectus, in giving prospective investors an overview of the Company and its products, states, inter alia:

*‘Our Group is a media company, aspiring to be a cultural and lifestyle media platform for the elites in the greater China region, and is principally engaged in the operation of the Magazines in Hong Kong and the PRC, including the publication of, and the sale of advertising spaces in, “” (City Magazine) in Hong Kong and the provision of content production, consultation, management, advertising and other supporting services to, marketing and distribution of, and the sale of advertising spaces in, the PRC Magazines in the PRC, to provide integrated marketing solutions to our advertising customers.*

*‘Currently, our Group publishes “” (City Magazine), a magazine with a publication history of over 30 years, in Hong Kong and through the PRC Operational Entities, operates seven magazines in the PRC, namely “” (Modern Weekly), “” (U+ Weekly), “” (The Outlook Magazine), “” (Auto Life), “” (LOHAS), “” (Life Magazine) and “” (Metropolis). Pursuant to the cooperation agreements entered into between Guangzhou Modern Information and the PRC Publishing Partners, we have obtained the exclusive rights for the sale of advertising spaces in and the distribution of the PRC Magazines and in return we are responsible for providing content production, consultation, management, advertising and other supporting services. Among the Magazines, “” (Modern Weekly) is the most successful publication in terms of the contribution to our advertising revenue and is one of a few leading nation-wide weekly magazines in the PRC. Our Group and the Magazines have obtained a number of awards and recognitions from recognized organisations. In 2009, Guangzhou Modern Information was awarded as one of the 2008-2009 (Top 10 China Media Company Most Worth Investing In and Cooperating With 2008 - 2009\*) granted by (Chuanmei Magazine Society\*) at 2009 (China Media Product Operation and Management Forum 2009\*).'*

Modern Media Holdings Ltd was ... [CLICK TO ORDER FULL ARTICLE](#)

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