

**TOM GROUP LTD:
MR LI KA SHING HAS STUBBED HIS TOE ON THIS ONE**

Mr Li Ka Shing (), generally considered as the richest man in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC), is well known for his nous and perspicacity.

But he is not, always, successful in his financial endeavours.

Of his many financial failures, he must have included the lack of success of publicly listed TOM Group Ltd (TOM) (Code: 2383, Main Board, The Stock Exchange of Hongkong Ltd).

Of course, measuring success may be open to a number of interpretations, but, as far as most investors are concerned, it means, simply put, that the company, in which an investor has taken a position by buying some of the company's scrip, earns a reasonable profit and, perhaps, declares dividends to shareholders on a regular basis and, of course, the expectation that the market price of the shares will rise.

The business of TOM Group Ltd is, according to the Company's latest missive to shareholders:

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| • Internet Group – | The provision of wireless internet services, online advertising, commercial enterprise solutions and internet access. |
| • E-Commerce Group - | Merchandise sales through internet-based marketplace. |
| • Publishing Group - | Magazine and book circulation, sales of publication advertising and other related products. |
| • Outdoor Media Group - | Advertising sales of outdoor media assets and provision of outdoor media services. |
| • Television and Entertainment Group - | Advertising sales in relation to satellite television channel operations, provision of broadcasting post production and event production and marketing services. |

The above business of TOM Group Ltd is in respect of the Financial Year, ended December 31, 2010, when the Company informed its shareholders that it had suffered another Financial Year of losses.

On a Turnover of about \$HK2.46 billion (2009-Year: About \$HK2.44 billion), the Net Loss Attributable to Shareholders was about \$HK167.95 million (2009-Year: A Net Loss Attributable to Shareholders of about \$HK61.51 billion).

Loss Per Share with regard to the 2010-Year was about 4.31 cents, which compared with the Loss Per Share with regard to the 2009-Year of about 1.55 cents.

The 2010 Financial Year was not the worst Year in the 11-year history of this Company as a counter of the premier equity market of the HKSAR because that position is held by 2000-Year when the Company logged

in a Loss Attributable to Shareholders of about \$HK1.27 billion.

This was the first year that TOM Group Ltd was a publicly listed company so that, perhaps, it would only be fair to mention that, in the following Financial Year, the Company reported a Loss Attributable to Shareholders of about \$HK635.89 million – which, effectively, halved the Net Loss Attributable to Shareholders in respect of the 2000-Year.

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