



# eSun Holdings Limited

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 571)**

## **MEDIA ASIA ENTERTAINMENT GROUP LIMITED SUCCESSFUL FLOTATION IN SINGAPORE**

The Board is pleased to announce that Media Asia's application for the listing of its shares in Singapore has been successfully completed and trading in its shares on the SGX-ST Dealing and Automated Quotation System of the Singapore Exchange Securities Trading Limited has commenced on 3rd November, 2004.

Upon Listing, the shareholding interest of the Company in Media Asia is diluted to approximately 37.33%. Media Asia is an associated company which was, prior to the Listing, indirectly owned as to approximately 49.77% by the Company.

This announcement is made by the Company pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Reference is made to the announcement of eSun Holdings Limited (the "Company") dated 8th June, 2004 and the announcement dated 2nd November, 2004 published by Media Asia Entertainment Group Limited ("Media Asia") on the website of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The board of directors of the Company (the "Board") is pleased to announce that Media Asia's application for the listing of its shares on the SGX-ST Dealing and Automated Quotation System ("SGX-SESDAQ") of the SGX-ST (the "Listing") has been successfully completed and trading in the shares of Media Asia on the SGX-SESDAQ has commenced on 3rd November, 2004. Upon Listing, the shareholding interest of the Company in Media Asia is diluted to approximately 37.33%. Media Asia is an associated company which was, prior to the Listing, indirectly owned as to approximately 49.77% by the Company.

The successful listing of Media Asia will not have any significant impact on the financial position of the Company.

By the order of the Board  
**eSun Holdings Limited**  
**Yeung Kam Koi**  
*Company Secretary*

Hong Kong, 3rd November, 2004

*As at the date of this announcement, the executive directors of the Company are Mr. Lien Jown Jing, Vincent, Mr. Lee Po On, Mr. Lam Kin Ngok, Peter and Mr. Liu Ngai Wing; and the non-executive directors are Mr. Lam Kin Ming, Ms. Tam Wai Chu, Maria, Madam U Po Chu, Mr. Shiu Kai Wah and Mr. Chiu Wai; and the independent non-executive directors are Mr. Alfred Donald Yap, Mr. Low Chee Keong and Mr. Tong Ka Wing, Carl.*