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eSun Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 571)

Unaudited First Quarterly Results of a Subsidiary Media Asia Group Holdings Limited for the Three Months Ended 31 October 2013

The board of directors (“**Board**”) of eSun Holdings Limited (“**Company**”) refers to the unaudited first quarterly results of Media Asia Group Holdings Limited (“**MAGHL**”), currently a 51.09%-owned (51.18%-owned as at 31 October 2013) subsidiary of the Company, for the three months ended 31 October 2013 (“**Financial Period**”) announced by MAGHL on 11 December 2013 (“**MAGHL Results Announcement**”). The issued shares of MAGHL are listed and traded on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (Stock Code: 8075).

In the MAGHL Results Announcement, MAGHL reported that among other matters, no dividend had been declared by its board of directors in respect of the Financial Period and it recorded the following unaudited results for the Financial Period:

- Consolidated turnover of approximately HK\$147,695,000
- Consolidated loss attributable to owners of MAGHL of approximately HK\$15,904,000
- Basic and diluted loss per share attributable to owners of MAGHL of HK0.12 cents

The MAGHL Results Announcement will remain on the “Latest Company Announcements” page of the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its publication and can be viewed on the website of MAGHL (<http://www.mediaasia.com>).

By Order of the Board
eSun Holdings Limited
Chung Yim Hung Eliza
Company Secretary

Hong Kong, 11 December 2013

As at the date of this announcement, the Board comprises four Executive Directors, namely Dr. Lam Kin Ngok, Peter and Messrs. Lui Siu Tsuen, Richard (Chief Executive Officer), Chew Fook Aun and Lam Hau Yin, Lester; two Non-executive Directors, namely Madam U Po Chu and Mr. Andrew Y. Yan; and four Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Alfred Donald Yap and Lo Kwok Kwei, David and Dr. Ng Lai Man, Carmen.