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Telecom Digital Holdings Limited
電訊數碼控股有限公司
(incorporated in the Cayman Islands with limited liability)
(Stock Code: 8336)

VOLUNTARY ANNOUNCEMENT
- REBRANDING "New World Mobility" AS "SUN Mobile"

This announcement is made by Telecom Digital Holdings Limited (the "Company") on a voluntary basis.

The board of directors of the Company (the "Board") is pleased to announce that on 25 September 2014, Sun Mobile Limited (formerly known as New World Mobility Limited), a 40%-owned associate of our group, has changed its brand name as "SUN Mobile" (formerly known as "New World Mobility").

On the same day, Sun Mobile Limited has adopted a new logo. The previous logo and new logo are set out below:

Previous logo



New logo



By Order of the Board
Telecom Digital Holdings Limited
Cheung King Shek
Chairman

Hong Kong, 25 September 2014

As at the date of this announcement, the executive directors of the Company are Mr. Cheung King Shek, Mr. Cheung King Fung Sunny, Ms. Mok Ngan Chu and Mr. Wong Wai Man, the non-executive directors of the Company are Mr. Cheung King Shan and Mr. Cheung King Chuen Bobby and the independent non-executive directors of the Company are Mr. Hui Ying Bun, Mr. Ho Nai Man Paul and Mr. Lam Yu Lung.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of the Stock Exchange for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; (ii) there are no other matters the omission of which would make any statement herein or in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the “Latest Company Announcements” page on the GEM website at <http://www.hkgem.com> for at least 7 days from the day of its posting. This announcement will also be published on the Company’s website at <http://www.tdhl.cc>.