

Our History

NOV

1. Incorporation

XFMedia was founded on November 7, 2005 by Xinhua Finance Limited as a holding company for its China media assets. XFMedia is a 36.9% owned direct subsidiary of Xinhua Finance Limited ("XFL"), a public company incorporated in the Cayman Islands and listed on the Mothers Board of the Tokyo Stock Exchange under symbol 9399. XFL, together with its direct and indirect subsidiaries, is an integrated service provider of financial information products focused on China's financial markets and international financial markets.

Leveraging our parent company's proprietary financial content and brand, we create high-quality programming and print publications around entertainment and lifestyle interests that extend from a finance-specific origin, targeted to the prime demographic group of well-educated and upwardly mobile

individuals in China. We develop our content distribution capabilities across various media channels in China, at the same time sell advertising slots around these programs and advertising space next to these published contents to XFL's existing institutional clients and other new advertisers who target the same demographic group as XFMedia does.

2. Won the "Top 10 Advertising Companies" Award

Beijing Taide Advertising Co. Ltd., a subsidiary under Advertising Group, was recognized as one of the Top 10 Advertising Companies by Beijing TV Station.

OCT

3. Won the "2006 Great Wall Advertising Bronze Award"

Beijing Century Advertising Co. Ltd., a subsidiary under Broadcast Group, won the 2006 Great Wall Advertising Bronze Award organized by China Advertising Association. The Great Wall Advertising Award recognizes the agents who designed or produced creative advertisements during the year.

DEC

4. Named the "2006 Best Investment TV Media"

Fortune China, a well-known financial television program series produced by a subsidiary under Broadcast Group, won an award for "2006 Best Investment TV Show" by MCPRC (Ministry of Culture of PRC), GAPP (General Administration of Press and Publication of PRC), SARFT (State Administration of Radio, Film, and Television) and Beijing Municipal Government. The award recognizes the TV media in China that provide the best return for the advertising dollars spent.

MAR

5. Listed on NASDAQ

XFMedia listed on the Nasdaq Global Market under the symbol "XFML" on March 9, 2007. XFMedia raised net proceeds of about US\$200 million to support our growth strategy, strategic acquisitions of complementary businesses and general corporate purposes.

JUN

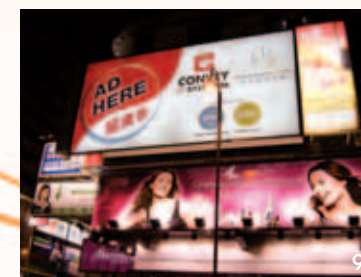
6. Named the "2007 Best Investment TV Show"

Fortune China TV series, a well-known financial television program series produced by a subsidiary under Broadcast Group, won the "2007 Best Investment TV Show" award at the 2nd China TV Innovation Forum by China TV Innovation Forum Committee, www.hhddw.com and www.cngdcm.com. The award recognizes the programs in China that provide the best return for the advertising dollars spent.

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'07

'07

7. Acquired Beijing Mobile Interactive

XFMedia acquired a 100% interest in mobile service provider Beijing Mobile Interactive Co., Ltd. The acquisition enables XFMedia to rapidly integrate mobile service capabilities with our existing range of popular media assets and provides us with new revenue sources as we create an additional path for our advertisers to reach out to China's over 480 million mobile phone users.

8. Acquired SingShine

XFMedia acquired a 100% interest in SingShine (Holdings) Hong Kong Limited. The acquisition expands the geographic coverage of XFMedia's radio program consultation and advertising capabilities from northern to southern China and adds below-the-line advertising services focused on high-end consumer products and entertainment to XFMedia's current range of finance- and corporate-oriented marketing service.

JUL

9. Acquired Convey Advertising

XFMedia acquired a 100% interest in Convey Advertising Company, a major outdoor advertising operator in Hong Kong and across southern China. The acquisition expands our network to 3,000 outdoor media assets mainly in the wealthy Guangdong province, Hong Kong and Macau.

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10. Won "the 23rd National Excellent Radio Advertisement Award"

Two radio advertisements created and produced by Beijing Century Advertising Co. Ltd., a subsidiary under Broadcast Group, respectively won the 1st Prize and the 3rd Prize of the 23rd National Excellent Radio Advertisement Award by Radio Committee of China Advertising Association.

11. Acquired Small World Television

XFMedia acquired a 70% interest in Small World Television. The acquisition strengthens our TV programming and production consulting capabilities.

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12. Won the "2007 Business Choice Award"

Convey Advertising Company, a subsidiary under Advertising Group won the 2007 Business Choice Award following the 2005/2006 Superbrands Award and the 2006 Business Superbrands Award. The 2007 Business Choice Award recognizes Convey as the preferred choice of advertisers as for outdoor advertising in Hong Kong.

SEP

13. Won Awards in the 11th China TV Program Appraisal

Eight TVCs of TV programs, some of which our Production Group provided consulting services for, and some of which were created by us, were awarded five prizes in the Art Category and three prizes in the Commercial Category at the 11th China TV Program Appraisal by the TV Committee of China Television Artists Association. The awarded TVCs included CCTV 4 Channel Promotion, CCTV 5 Winter Olympics Promotion, SiTV (Shanghai Interactive Television) Channel Promotion, The Travel Channel Promotion, Channel Young's L'Oreal Commercial and Adidas Commercial, etc.

NOV

14. Won the "Most Influential Financial TV Brand" Award

Fortune China TV series, a well-known financial television program series produced by a subsidiary under Broadcast Group, was exclusively awarded the Most Influential Financial TV Brand at the Creation & Investment Awards Ceremony of the 2nd China (Beijing) International Cultural & Creative Industry Expo ("ICCIE 2007").

ICCIE 2007 was held by the State Administration of Radio Film and Television, General Administration of Press and Publication, P.R.C. and Beijing Municipal Government; the Creation & Investment Awards Ceremony was held by the ICCIE Committee.

15. Won "the Top 100 of Cultural & Creative Industry 2007" Award

Beijing Century Media Workshop, a subsidiary under Production Group was a recipient of the Top 100 Cultural & Creative Industry 2007 Award. The Top 100 include Shanda Entertainment, Sina.com, Focus Media, Hunan Satellite TV, Sohu.com, etc. The Yearly Award was jointly held by Guanhua Foundation and the 2nd China (Beijing) International Cultural & Creative Industry Expo Committee.

16. Acquired JCBN advertising group

XFMedia acquired JCBN Group, an advertising group with operations in Shanghai, Beijing and Hong Kong. This acquisition strengthens our advertising presence in Shanghai and below-the-line marketing services, bringing us an impressive list of clients, particularly property developers and imported spirits brands.