



CHINA DATA
BROADCASTING

China Data Broadcasting Holdings Limited

(中華數據廣播控股有限公司)*

(incorporated in Bermuda with limited liability)

(Stock Code: 8016)

SECOND QUARTERLY RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2008

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This announcement, for which the directors of China Data Broadcasting Holdings Limited collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”) for the purpose of giving information with regard to China Data Broadcasting Holdings Limited. The directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: 1. the information contained in this announcement is accurate and complete in all material respects and not misleading; 2. there are no other matters the omission of which would make any statement in this announcement misleading; and 3. 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.

* For identification purposes only

RESULTS

The board of directors (the “Board”) of China Data Broadcasting Holdings Limited (the “Company”) is pleased to announce the interim results of the Company and its subsidiaries (collectively the “Group”).

The unaudited condensed interim accounts of the Group for the three months and six months ended 30 June 2008, together with the comparative figures for the corresponding period of last year, as follows:

CONSOLIDATED INCOME STATEMENT

		For three months ended 30 June		For six months ended 30 June	
		2008	2007	2008	2007
	<i>Note</i>	<i>HK\$000</i>	<i>HK\$000</i>	<i>HK\$000</i>	<i>HK\$000</i>
Turnover		133,922	8,652	353,138	10,889
Cost of sales		(131,182)	(8,359)	(347,583)	(10,518)
Gross profit		2,740	293	5,555	371
Other revenue		8	20	51	29
Administrative expenses		(1,823)	(1,490)	(3,742)	(2,377)
Distribution expenses		(731)	(199)	(1,491)	(552)
Operating profit/(loss) before Taxation	3	194	(1,376)	373	(2,529)
Taxation	4	—	—	—	—
Net profit/(loss) after taxation		194	(1,376)	373	(2,529)
Profit/(loss) per share					
Basic (HK cents)	5	<u>0.06</u>	<u>(0.43)</u>	<u>0.12</u>	<u>(0.80)</u>
Diluted (HK cents)	5	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>

CONSOLIDATED BALANCE SHEET

	<i>Notes</i>	30 June 2008 HK\$000 (Unaudited)	31 December 2007 HK\$000 (Audited)
NON-CURRENT ASSETS			
Fixed assets		<u>101</u>	<u>146</u>
CURRENT ASSETS			
Trade receivables	6	17,420	60,362
Inventory		9	–
Trade deposits paid		–	18,190
Prepayments, deposits and other receivables		1,010	471
Amount due from related companies		70,917	65
Cash and bank balance		<u>21,054</u>	<u>25,663</u>
		<u>110,410</u>	<u>104,751</u>
CURRENT LIABILITIES			
Trade payables	7	28,568	32,970
Tax payable		7,989	5,477
Other payables and accruals		251	3,586
Customer deposit		1,481	56,465
Amount due to related companies		9,812	–
Amount due to a director		5	5
Amount due to a substantial shareholders		54,449	–
Bank loan		<u>1,189</u>	<u>–</u>
		<u>103,744</u>	<u>98,503</u>
NET CURRENT ASSETS		<u><u>6,666</u></u>	<u><u>6,248</u></u>
NON-CURRENT LIABILITIES			
Loan from a substantial shareholders		<u>19,499</u>	<u>19,499</u>
NET LIABILITIES		<u><u>(12,732)</u></u>	<u><u>(13,105)</u></u>
CAPITAL AND RESERVES			
Issued capital		7,950	7,950
Reserves		<u>(20,682)</u>	<u>(21,055)</u>
		<u><u>(12,732)</u></u>	<u><u>(13,105)</u></u>

CONSOLIDATED SUMMARY STATEMENT OF CHANGES IN EQUITY

	For the six months ended 30 June	
	2008	2007
	<i>HK\$'000</i>	<i>HK\$'000</i>
Total equity at 1 January	(13,105)	(9,209)
Net profit/(losses) for the period attributable to shareholders	<u>373</u>	<u>(2,529)</u>
Total equity at 30 June	<u><u>(12,732)</u></u>	<u><u>(11,738)</u></u>

CONDENSED CONSOLIDATED CASH FLOW STATEMENTS – UNAUDITED

	For the six months ended 30 June	
	2008	2007
	<i>HK\$'000</i>	<i>HK\$'000</i>
NET CASH (OUTFLOWS)/INFLOWS FROM OPERATING ACTIVITIES	<u>(2,031)</u>	<u>(5,010)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of fixed assets	<u>(26)</u>	<u>(108)</u>
Net cash (outflow) from investing activities	<u>(26)</u>	<u>(108)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Loan from substantial shareholder	19,499	–
Bank loan	<u>1,189</u>	<u>–</u>
Net cash inflow from financing activities	<u>20,688</u>	<u>–</u>
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	18,631	(5,118)
Cash and cash equivalents at beginning of year	<u>2,423</u>	<u>7,541</u>
CASH AND CASH EQUIVALENTS AT END OF PERIOD	<u><u>21,054</u></u>	<u><u>2,423</u></u>
ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS		
Cash and bank balances	<u><u>21,054</u></u>	<u><u>2,423</u></u>

Notes:

1. PRINCIPAL ACCOUNTING POLICIES

The unaudited consolidated condensed interim accounts (the Interim Accounts) are prepared in accordance with Hong Kong Accounting Standard (HKAS) 34 Interim Financial Announcements and the requirements of the Rules governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the Listing Rules).

2. SEGMENT INFORMATION

Segment information is presented in respect of the Groups business and geographical segments. Business segment information is chosen as the primary announcement format because this is more relevant to the Group in making operating and financial decision.

(a) Business segments

The Group has been operating in a single business segment, that is trading of consumer electronic products and the related parts and components.

(b) Geographical segments

The following is an analysis of the Groups sales by geographical location of customers:

	2008 <i>HK\$'000</i>	2007 <i>HK\$'000</i>
Hong Kong	1,123	–
Peoples Republic of China (PRC)	249,680	6,532
Asia	8,351	3,213
Europe	69,956	12
Australia	23,985	372
United States of America (USA)	–	760
South America	43	–
	353,138	10,889

3. OPERATING PROFIT/(LOSS) BEFORE TAX

The Groups operating profit/(loss) before tax is arrived at after charging:

	2008 <i>HK\$'000</i>	2007 <i>HK\$'000</i>
Cost of inventories sold	347,583	10,518
Depreciation	89	32

4. TAX

Taxes of other jurisdiction have been calculated at the rates of tax prevailing in the countries in which the Group operates, based on existing legislations, interpretations and practices in respect thereof.

Hong Kong profits tax is calculated at 16.5% (2007: 17.5%) of the estimated assessable profit for the period ended 30 June 2008 (2007: Nil).

The Group has unused tax losses of approximately HKD23,325,000 available for offset against future profits. No deferred tax asset has been recognised due to the unpredictability of future profit streams. The unrecognised tax losses may be carried forward indefinitely.

5. PROFIT/(LOSS) PER SHARE

The calculation of basic profit per share for the three months and six months ended 30 June 2008 were based on the net profits attributable to shareholders of HK\$194,000 (2007: net losses of HK\$1,376,000) for the three months ended 30 June 2008 and the net profits attributable to shareholders of HK\$373,000 (2007: net losses of HK\$2,529,000) for the six months ended 30 June 2008 and on 318,000,000 (2007: 318,000,000) ordinary shares in issue during the three months and six months ended 30 June 2008.

No diluted earnings per share was presented as there was no potential ordinary shares in issue for both periods.

6. TRADE RECEIVABLES

The Groups trading terms with its customers are mainly on credit. The credit period is generally for a period of one month, extending up to three months. Overdue balances are reviewed regularly by senior management. An aged analysis of the trade receivables as at the balance sheet date, based on invoice date, is as follows:

	2008 <i>HK\$'000</i>	2007 <i>HK\$'000</i>
Within 3 months	17,420	–
4 to 6 months	–	–
7 to 12 months	–	–
Over 1 year	–	–
	<hr/> 17,420 <hr/>	<hr/> – <hr/>

7. TRADE PAYABLES

An aged analysis of the trade payables as at the balance sheet date, based on invoice date, is as follows:

	2008 <i>HK\$'000</i>	2007 <i>HK\$'000</i>
Within 3 months	25,606	1,163
4 to 6 months	1,402	–
7 to 12 months	–	–
Over 1 year	1,560	–
	<u>28,568</u>	<u>1,163</u>

8. CONTINGENT LIABILITIES

On 12 June 2006, Koninklijke Philips Electronics N.V. and United States Philips Corporation issued a writ of summons (Summons) to the United States District Court, Central District of California, against eight parties, including the Company, Apex Digital Inc. Limited and Apex Digital, LLC (subsidiaries of the Company), Mr. David Ji Long Fen (“Mr. Ji”, an executive directors of the Company), Mr. Anle Hsu Ann Keh (“Mr. Hsu”, a former executive directors of the Company), Apex Digital Inc. (“Apex Digital”, a former substantial shareholder), United Delta Inc. (“United Delta”, a former beneficial shareholder) and an individual (collectively known as the “Defendants”). The Defendants were claimed damages for patent infringement for the distribution of unlicensed DVD products within the USA.

On 2 August 2007, a settlement has been reached between the plaintiffs and the defendants and the proceedings were dismissed without prejudice. Pursuant to the terms of the settlement, Apex Digital is to pay a total amount of US\$3,280,000 to the plaintiffs by installments. Subsequently, the Group has signed an agreement with Apex Digital that Apex Digital has agreed to bear all the payments and any legal and professional fees incurred. Up to 30 June 2008, Apex Digital has paid the amount of US\$1,450,000.

DIVIDENDS

The directors do not recommend the payment of any dividend for the period ended 30 June 2008 (2007: Nil).

AUDIT COMMITTEE

The Audit Committee has reviewed the Group's results for the period ended 30 June 2008 and has provided advice and comments thereon.

BUSINESS REVIEW

During the period, the Group engaged in trading business in the consumer electronic industry (the "Trading Business"). An improved operating results for the six months ended 30 June 2008 has achieved, the Group has accomplished a revenue of approximately HK\$353.14 million and a net profit of approximately HK\$373,000.

LIQUIDITY AND FINANCIAL RESOURCES

The Groups financial and liquidity positions are healthy and stable. As at 30 June 2008, the Group has no borrowings and its cash and bank balances amounted to HK\$21.05 million. Net current assets of the Group was approximately HK\$6.67 million. As the substantial shareholder guaranteed to support the Company, the management is confident that the Groups financial resources sufficient to finance its daily operation.

The Groups monetary assets and liabilities and transactions are principally denominated in Hong Kong dollars and United States dollars. As the exchange rate between Hong Kong dollars and United States dollars is pegged, the Group believes its exposure to exchange risk to be minimal.

EMPLOYMENT AND REMUNERATION POLICY

As at 30 June 2008, the total number of the Groups staff was 16. The Group remunerates its employees based on their performance, experience and prevailing industry practice. The Group provides retirement benefit for its employees in Hong Kong in form of mandatory provident fund.

The Group established a Share Option Scheme to reward its employees for their individual performances. During the period under review, no share option had been granted nor exercised.

OUTLOOK

As the economy of Hong Kong become well, the Trading Business in the consumer electronic industry will build up a steady and considerable income stream of the Group. Also the disputes has been settled, the management can concentrate in business activities and put more efforts to explore further business opportunities in the consumer electronic industry, such as trading of finished goods/parts and components of televisions, set top boxes, fridges, digital photo frames and other products. The Board believes that the business will set back on the track and will be better in the near future.

PURCHASE, REDEMPTION OR SALE OF LISTED SECURITIES OF THE COMPANY

During the period under review, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities.

INTERESTS OF THE DIRECTORS IN THE COMPANY

As at 30 June 2008, the interests and short positions of the Directors in the ordinary Shares of the Company (the "Shares"), underlying Shares or debentures of the Company and its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")) which are required (a) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they are taken or deemed to have under such provisions of the SFO); or (b) pursuant to section 352 of the SFO, to be entered in the register referred to therein; or (c) pursuant to the Model Code for Securities Transactions by Directors of Listed Companies to be notified to the Company and the Stock Exchange were as follows:

Long positions in Shares

Name of Director	Number of Shares	Type of Capacity	Interest	Approximate percentage of interest %
Mr. Ji	44,520,000	Beneficial owner	Personal	14.00

Save as disclosed in this paragraph, as at 30 June 2008, none of the Directors had interests in any securities of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) which are required (a) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they are taken or deemed to have under such provisions of the SFO); or (b) pursuant to section 352 of the SFO, to be entered in the register referred to therein; or (c) pursuant to the Model Code for Securities Transactions by Directors of Listed Companies relating to securities transactions by directors to be notified to the Company and the Stock Exchange.

DIRECTORS' RIGHTS TO ACQUIRE SHARES OR DEBENTURES

At no time during the period were rights to acquire benefits by means of the acquisition of shares in or debentures of the Company granted to any director or their respective spouse or minor children, or were any such rights exercised by them; or was the Company, its holding company, or any of its subsidiaries a party to any arrangement to enable the directors to acquire such rights in any other body corporate. No options have been granted to the directors up to the date of this announcement.

INTERESTS OF THE SUBSTANTIAL SHAREHOLDERS IN THE COMPANY

As at 30 June 2008, the persons or companies (not being a Director or chief executive of the Company) who had interests or short positions in the Shares or underlying Shares which would fall to be disclosed under Divisions 2 and 3 of Part XV of the SFO or who were directly or indirectly deemed to be interested in 5% or more of the nominal value of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group were as follows:

Long positions in Shares

Name of substantial shareholder	Capacity	Number of Shares	Approximate percentage of interest %
Sichuan Changhong Electric Co., Limited ("Changhong")	Directly beneficially owned	95,368,000	29.99
Sichuan Investment Management Company Limited ("Sichuan Investment")	Directly beneficially owned	83,009,340	26.10
Mr. Ji	Directly beneficially owned	44,520,000	14.00
Ms. Liu Ru Ying (<i>note (a)</i>)	Through spouse	44,520,000	14.00

Notes

- (a) Ms. Liu Ru Ying is the spouse of Mr. Ji and, under Section 316 of the SFO, is therefore deemed to be interested in all 44,520,000 shares in which Mr. Ji is interested.

Save as disclosed in this paragraph, as at 30 June 2008, the Directors were not aware of any other person who had an interest or short position in the Shares or underlying Shares which would fall to be disclosed under Divisions 2 and 3 of Part XV of the SFO, or who was interested in 5% or more of the nominal value of any class of share capital, or options in respect of such capital, carrying rights to vote in all circumstances at general meetings of the Company.

COMPETING INTEREST

Apex Digital is wholly owned by Mr. Ji from 10 April 2006. Apex Digital is principally engaged in the wholesaling business of consumer home electronics items under the name of “APEX Digital”.

Changhong is a substantial shareholder of the Company which incorporated in the PRC and is listed in PRC Stock Exchange. Changhong is principally engaged in the wholesaling business of consumer home electronics items under the name of “Changhong”.

Save as disclosed in this paragraph, none of the directors or the management shareholders of the Company (as defined in the Rules Governing the Listing of Securities on GEM) had an interest in a business which competes or may compete with the business of the Group during the period.

COMPLIANCE WITH CODE OF BEST PRACTICE

To the best knowledge of the Board, the Company had complied with the Code of Best Practice as set out in Appendix 15 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

By Order of the Board

Yu Xiao

Chairman

Hong Kong, 11 August 2008

As at the date of this announcement, the executive directors of the Company are Mr. David Ji Long Fen, Mr. Yu Xiao, Mr. Tang Yun, Mr. Wu Xiangtao, Mr. Xiang Chao Yang, Mr. Wang Zhenhua and Ms. Shi Ping and the independent non-executive directors of the Company are Mr. Jonathan Chan Ming Sun, Mr. Robert Ip Chun Chung and Mr. Sun Dongfeng.

This announcement will remain on the GEM website on the “Latest Company Announcements” page for at least 7 days from the date of its posting.