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BEIJING MEDIA CORPORATION LIMITED

北青傳媒股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 1000)

VOLUNTARY ANNOUNCEMENT APPOINTMENT OF DEPUTY CHIEF ACCOUNTANT AND HEAD OF FINANCE

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces that on 16 December 2021, as resolved by the Board, Ms. Hou Hui (“**Ms. Hou**”) was appointed as the deputy chief accountant and head of finance of the Company with immediate effect.

The biographical details of Ms. Hou are set out as follows:

Ms. Hou Hui, aged 35, graduated from Beijing Information Science and Technology University, majoring in technology economics and management with a master's degree in management and is an intermediate accountant. From September 2011 to December 2013, Ms. Hou served as a pre-sales consultant for the Industry Department Four of the Beijing branch of Yonyou Network Technology Co., Ltd. (formerly known as Yonyou Software Co., Ltd., Stock Code: 600588.SH); since December 2013, Ms. Hou has successively served as staff, assistant to general manager and deputy general manager of the finance and accounting department of Capital Environmental Holdings Limited (Stock Code: 03989.HK), during which time Ms. Hou also served as chief financial officer and director of several subsidiary project companies concurrently.

The Board would like to take this opportunity to extend its warm welcome to Ms. Hou Hui for her new appointment in the Company.

By Order of the Board
Beijing Media Corporation Limited
Su Zhaohui
Chairman of the Board

Beijing, the PRC
16 December 2021

As at the date of this announcement, the Board comprises: the executive directors of the Company, Xu Jian and Shang Da; the non-executive directors of the Company, Su Zhaohui, Cui Ping, Jing Enji, Yang Qing and Wang Zechen; and the independent non-executive directors of the Company, Cui Enqing, Shi Hongying, Chan Yee Ping, Michael and Du Guoqing.

Please also refer to the published version of this announcement on the Company's website at www.bjmedia.com.cn.