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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)

NOTICE OF THE EXTRAORDINARY GENERAL MEETING

NOTICE IS HEREBY GIVEN that an extraordinary general meeting (the "**EGM**") of Beijing Media Corporation Limited (the "**Company**") will be held at 2:00 p.m. on Thursday, 25 November 2021 at Conference Room 704, the 7th Floor, Beijing Youth Daily Agency, No. 23 Baijiazhuang Dongli, Chaoyang District, the People's Republic of China (the "**PRC**"), for the purpose of considering and, if thought fit, passing the following resolutions:

As Special Resolution

1. To consider and, if thought fit, to approve the amendments to the Articles of Association of the Company (details of the amendments are set out in the circular of the Company dated 9 November 2021).

As Ordinary Resolutions

2. To consider and, if thought fit, to approve the appointment of Mr. Xu Jian as an executive director of the seventh session of the board of directors of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

3. To consider and, if thought fit, to approve the appointment of Ms. Cui Ping as a non-executive director of the seventh session of the board of directors of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

4. To consider and, if thought fit, to approve the appointment of Mr. Jing Enji as a non-executive director of the seventh session of the board of directors of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

5. To consider and, if thought fit, to approve the appointment of Ms. Du Guoqing as an independent non-executive director of the seventh session of the board of directors of the Company, to authorize the remuneration committee of the board of directors of the Company to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

6. To consider and, if thought fit, to approve the appointment of Mr. Liu Huibin as a shareholder representative supervisor of the seventh session of the supervisory committee of the Company, and to authorize the legal representative of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

7. To consider and, if thought fit, to approve the appointment of Ms. Li Xiaomei as a shareholder representative supervisor of the seventh session of the supervisory committee of the Company, and to authorize the legal representative of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

8. To consider and, if thought fit, to approve the removal of Mr. Sun Fang from the position as a non-executive director of the seventh session of the board of directors of the Company.

9. To consider and, if thought fit, to approve the appointment of Mr. Wang Zechen as a non-executive director of the seventh session of the board of directors of the Company, to authorize the remuneration committee of the board of directors of the Company to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

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

Beijing, the PRC
9 November 2021

As at the date of this notice, the Board comprises: the executive directors of the Company, Shang Da and Liu Jia; the non-executive directors of the Company, Su Zhaohui, Sun Fang and Yang Qing; and the independent non-executive directors of the Company, Cui Enqing, Chen Ji, Wu Changqi, Shi Hongying and Chan Yee Ping, Michael.

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

Notes:

1. **Eligibility for Attending the EGM**

   Holders of H shares whose names appear on the register of the Company maintained by Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, on Tuesday, 26 October 2021 shall be entitled to attend the EGM.

   Holders of H shares intending to attend and vote at the EGM to be held on Thursday, 25 November 2021 shall lodge all the transfer documents for H shares with the relevant share certificates to the H share registrar and transfer office of the Company in Hong Kong, Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, no later than 4:30 p.m. on Monday, 25 October 2021.

2. **Proxy**

   (1) Shareholders entitled to attend and vote at the EGM may appoint one or more proxies in writing to attend and vote at the meeting on his behalf. The proxy need not be a shareholder of the Company.

   (2) A proxy shall be appointed by a shareholder by a written instrument signed by the appointor or his attorney duly authorized in writing. In case of a corporation, the same must be either under its common seal or under hand of its director(s) or duly authorized attorney(s). If the written instrument is signed by an attorney of the appointor, the power of attorney or other documents of authorization of such attorney shall be notarized.

   (3) To be valid, the notarized power of attorney or other document(s) of authorization (if any) and the form of proxy shall be delivered to (i) the registered office address of Company for holders of domestic shares; and (ii) Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, for holders of H shares, no less than 24 hours before the time fixed for convening the EGM or any adjournment thereof (as the case may be). Completion and return of a form of proxy will not preclude a shareholder from attending and voting in person at the meeting if he so desires.

   (4) If a shareholder appoints more than one proxy, such proxies shall only exercise their voting rights by a poll.

3. Registration Procedures for Attending the EGM

A shareholder or his proxy shall produce his identification document when attending the EGM. Where a shareholder is a legal person, the legal representative of that shareholder or the person authorized by its board of directors or other governing body shall produce a copy of the resolutions of the board of directors or other governing body of such shareholder appointing such person to attend the meeting.

4. Closure of Register of Members

The Register of Members will be closed from Tuesday, 26 October 2021 to Thursday, 25 November 2021 (both days inclusive), during which period no transfer of shares will be registered.

5. Method of Voting at the EGM

Pursuant to Rule 13.39(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, any vote of Shareholders at a general meeting must be taken by way of poll. Accordingly, the chairman of the EGM will demand a poll in relation to all the proposed resolutions at the EGM.

6. Miscellaneous

(1) The EGM of the Company is expected to be held for less than half a day. Shareholders attending the EGM shall be responsible for their own travelling and accommodation expenses.

(2) The address of the Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

(3) The registered office and the contact details of the Company are:

No. 23 Baijiazhuang Dongli,
Chaoyang District, Beijing 100026, the PRC
Telephone: (+86) 10 6590 2630
Fax: (+86) 10 6590 2801