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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)

ANNOUNCEMENT

PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces that on 28 May 2021, the Board resolved to propose to appoint Mr. Su Zhaohui (“**Mr. Su**”) as a non-executive director of the seventh session of the Board, subject to the approval of the shareholders (the “**Shareholders**”) of the Company at a general meeting by way of ordinary resolution. Relevant proposal will be put forward at the annual general meeting of the Company for the year 2020 to be held on Friday, 18 June 2021 (the “**AGM**”) for Shareholders’ consideration and approval.

Biographical details of Mr. Su are set out as below:

Mr. Su Zhaohui, aged 52, is currently a member of the standing committee of the Communist Party Committee and deputy general manager of Beijing Capital Group Co., Ltd. and chairman of Beijing Tennis Competition Marketing Co., Ltd.. Mr. Su is currently a senior economist and holds PRC Legal Professional Qualification Certificate and Enterprise Legal Adviser Qualification Certificate. Mr. Su successively obtained a bachelor’s degree in law from the department of journalism of Huazhong University of Science and Technology and a master’s degree in law from the school of law of Renmin University of China. From July 1991 to August 1998, Mr. Su worked at China Golden Newspaper, serving as the director of the No. 1 editorial office and the editorial director of China Golden Newspaper. From August 1998 to January 2004, Mr. Su worked at the State Gold Administration Bureau of the State Economic and Trade Commission, serving as the deputy director of the office (office of the Communist Party Committee) of the State Gold Administration Bureau of the State Economic and Trade Commission. From January 2004 to August 2011, Mr. Su worked at China National Gold Group Corporation, serving as the director of the office (office of the Communist Party

Committee), the head of the legal affairs department and the general counsel of China National Gold Group Corporation. In August 2011, Mr. Su joined Beijing Capital Group Co., Ltd., successively serving as the deputy general manager, a member of the standing committee of the Communist Party Committee and deputy general manager. From August 2017 to March 2018, Mr. Su served as a non-executive director of Beijing Capital Land Ltd. concurrently. Since January 2021, Mr. Su has served as chairman of Beijing Tennis Competition Marketing Co., Ltd. concurrently.

Save as disclosed above and as at the date of this announcement, Mr. Su does not have any relationship with any director, supervisor, senior management or substantial or controlling Shareholder of the Company, nor does he hold any other positions in the Company or any of its subsidiaries, or any directorships in other listed companies in the last three years. As at the date of this announcement, Mr. Su does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

After the appointment of Mr. Su as a non-executive director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Su as a non-executive director will be from the date of approval by the Shareholders at the AGM until the expiry of the term of office of the seventh session of the Board. Pursuant to the articles of association of the Company, Mr. Su will be entitled for re-election upon the expiry of his term of office. Mr. Su will not receive any remuneration from the Company.

Save as disclosed above, the Company is not aware of any other matters that need to be brought to the attention of the Shareholders or any information in relation to the appointment of Mr. Su that needs to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

A supplemental notice of AGM of the Company will be dispatched to the Shareholders in due course.

By order of the Board
Beijing Media Corporation Limited
Ji Chuanpai
Chairman

Beijing, the PRC
28 May 2021

As at the date of this announcement, the Board comprises: the executive directors of the Company, Ji Chuanpai, Wu Bin, Shang Da and Liu Jia; the non-executive directors of the Company, 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.