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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 REMOVAL AND APPOINTMENT OF NON-EXECUTIVE DIRECTORS

PROPOSED REMOVAL OF NON-EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces that, on 4 November 2021, the Board resolved to propose to remove Mr. Sun Fang (“**Mr. Sun**”) from the position of a non-executive director of the seventh session of the Board. Mr. Sun was recommended by Beijing Chengshang Cultural Communication Co., Ltd., a domestic shareholder of the Company and approved by the shareholders of the Company (the “**Shareholders**”) to serve as a non-executive director of the seventh session of the Board. The above removal is due to the facts that the Company cannot reach Mr. Sun, and the Board is of the view that Mr. Sun cannot guarantee his performance of duties as a director of the Company.

According to the articles of association of the Company (the “**Articles of Association**”), the above removal will take effect from the date of the approval of Shareholders at a shareholders’ general meeting by way of ordinary resolution.

Since Mr. Sun cannot be reached, for the above removal, the Company cannot acquire his confirmation on whether he has any disagreement or unsettled issues with the Board, and there are no other matters that need to be brought to the attention of the Shareholders.

PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board also announces that, on the same day, Mr. Wang Zechen (“**Mr. Wang**”) was nominated as a non-executive director of the seventh session of the Board, subject to the approval of Shareholders at a shareholders’ general meeting.

The biographical details of Mr. Wang are set out as follows:

Mr. Wang Zechen, aged 47, is currently the vice president of Beijing Chengshang Cultural Communication Co., Ltd.. Mr. Wang graduated from Beijing Jiaotong University majoring in human resources management. Mr. Wang worked in the Audiovisual News Center of the Beijing Branch of Xinhua News Agency from February 2000 to December 2001 and held the positions of photographer and editor; Mr. Wang worked in Beijing Television Financial and Economic Channel from December 2001 to October 2006 and held the positions of photographer and film producer; Mr. Wang has been serving as the vice president of Beijing Chengshang Cultural Communication Co., Ltd. since October 2006.

Save as disclosed above and as at the date of this announcement, Mr. Wang does not have any relationship with any directors, supervisors, senior management or substantial shareholder(s) or controlling shareholder(s) 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. Wang 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).

Upon the approval of Mr. Wang as a non-executive director of the Company by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Wang as a non-executive director of the Company will be from the date of approval by the Shareholders until the expiry of the term of office of the seventh session of the Board. Pursuant to the Articles of Association, Mr. Wang will be subject to re-election upon the expiry of his term of office.

Mr. Wang’s remuneration package will be determined by the remuneration committee of the Board after authorisation by the Shareholders by taking into account, among other matters, his terms of reference, duties and responsibilities in 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. Wang that need 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 (the “**Listing Rules**”).

GENERAL

As disclosed in the announcement of the Company dated 9 October 2021, the Company will convene the first extraordinary general meeting for the year 2021 (the “EGM”) on 25 November 2021, for the purpose of approving the proposed appointment of several directors and shareholder representative supervisors and the proposed amendment to the Articles of Association. The above proposed removal and appointment of non-executive directors will together be submitted to the EGM for approval.

A circular containing, among other things, details of the above proposed removal and appointment of non-executive directors, together with a notice for convening the EGM, will be dispatched to the Shareholders in accordance with the Listing Rules.

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

Beijing, the PRC
4 November 2021

As at the date of this announcement, 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 announcement on the Company’s website at www.bjmedia.com.cn.