



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)

REVISED FORM OF PROXY FOR THE ANNUAL GENERAL MEETING TO BE HELD ON FRIDAY, 18 JUNE 2021

I/We^(Note 1) _____
of _____
being the registered holder(s) of _____
domestic shares/H shares^(Note 2) of RMB1.00 each in the share capital of Beijing Media Corporation Limited (the "Company"), hereby appoint
THE CHAIRMAN OF THE AGM^(Note 3), or _____
of _____
as my/our proxy to attend and act for me/us and on my/our behalf at the annual general meeting (the "AGM") of the Company to be held at
2:30 p.m. on Friday, 18 June 2021 at the 2104 meeting room of Beijing Youth Daily Agency, Building A, No. 23 Baijiazhuang Dongli,
Chaoyang District, Beijing 100026, the People's Republic of China (the "PRC"), and any adjournment thereof, for the purposes of considering
and, if thought fit, passing the resolutions as set out in the notice convening the AGM dated 27 April 2021 (the "Notice of AGM") and the
supplemental notice of the AGM dated 28 May 2021 and at the AGM, and any adjournment thereof, to vote for me/us and in my/our name(s) in
respect of the resolutions as indicated below^(Note 4).

AS ORDINARY RESOLUTIONS		For ^(Note 4)	Against ^(Note 4)
1.	To consider and, if thought fit, to approve the report of the board of directors of the Company for the year ended 31 December 2020.		
2.	To consider and, if thought fit, to approve the report of the supervisory committee of the Company for the year ended 31 December 2020.		
3.	To consider and, if thought fit, to approve the audited financial statements of the Company for the year ended 31 December 2020.		
4.	To consider and, if thought fit, to approve the appointment of WUYIGE Certified Public Accountants LLP (大信會計師事務所(特殊普通合夥)) as the Company's auditor for the year 2021, and to authorize the audit committee of the board of directors of the Company to determine their remuneration.		
5.	To consider and, if thought fit, to approve the appointment of Mr. Su Zhaohui as a non-executive director 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.		

Signature(s)^(Note 5): _____

Date: _____ 2021

Notes:

- Please insert full name(s) and address(es) in BLOCK LETTERS.
- Please insert the number of shares (including domestic shares and H shares) registered in your name(s) to which this revised form of proxy relates. If no number is inserted, this revised form of proxy will be deemed to relate to all shares registered in your name(s).
- If any proxy other than the chairman of the AGM is preferred, strike out the words "THE CHAIRMAN OF THE AGM" and insert the name and address of the proxy desired in the space provided. A shareholder entitled to attend and vote at the AGM may appoint one or more proxies to attend and vote in his stead. A proxy need not be a shareholder of the Company but must attend the AGM in person to represent you. **ANY ALTERATION MADE TO THIS REVISED FORM OF PROXY MUST BE INITIALED BY THE PERSON WHO SIGNS IT.**
- IMPORTANT: IF YOU WISH TO VOTE FOR ANY RESOLUTION, TICK IN THE BOX MARKED "FOR". IF YOU WISH TO VOTE AGAINST ANY RESOLUTION, TICK IN THE BOX MARKED "AGAINST".** If no direction is given, your proxy may vote or abstain at his discretion. Your proxy will also be entitled to vote at his discretion on any resolution properly put to the AGM other than those referred to in the Notice of AGM.
- This revised form of proxy must be signed by you or your attorney duly authorised in writing. In case of a corporation, the same must be either under its common seal or under the hand of its director(s) or duly authorised attorney(s). If the revised form of proxy is signed by an attorney of the shareholder, the power of attorney authorising that attorney to sign or other document(s) of authorisation must be notarized.
- In case of joint holders of any share, any one of such joint holders may vote at the AGM, either personally or by proxy, in respect of such shares as if he is solely entitled thereto. However, if more than one of such joint holders are present at the AGM, personally or by proxy, the vote of the joint holder whose name stands first in the register of members and who tenders a vote, whether personally or by proxy, will be accepted to the exclusion of the votes of other joint holder(s).
- In order to be valid, the revised form of proxy together with the power of attorney or other document(s) of authorisation (if any) must be deposited with, (i) in the case of holders of domestic shares, the registered address of the Company at Beijing Youth Daily Agency, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the PRC; or (ii) in the case of holders of H shares, Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, at 17M Floor, Hopewell Centre, 183 Queens Road East, Wanchai, Hong Kong, not less than 24 hours before the time fixed for holding the AGM or any adjournment thereof, as the case may be. Completion and return of a revised form of proxy will not preclude a shareholder from attending and voting in person at the AGM if he so wishes.
- Shareholders or their proxies attending the AGM shall produce their identity documents.
- IMPORTANT:** If you have not yet lodged the form of proxy which was sent to you together with the Notice of AGM (the "Original Proxy Form") with (i) the registered address of the Company (in the case of holders of domestic shares); or (ii) the Company's H share registrar (in the case of holders of H shares), you are requested to lodge this revised form of proxy if you wish to appoint proxies to attend the AGM on your behalf. In this case, the Original Proxy Form should not be lodged with (i) the registered address of the Company (in the case of holders of domestic shares); or (ii) the Company's H share registrar (in the case of holders of H shares).
- IMPORTANT:** If you have already lodged the Original Proxy Form with (i) the registered address of the Company (in the case of holders of domestic shares); or (ii) the Company's H share registrar (in the case of holders of H shares), you should note that the Original Proxy Form will revoke and is superseded by the revised proxy form. You are requested to lodge this revised form of proxy if you wish to appoint proxies to attend the AGM on your behalf.