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)

REPLY SLIP FOR THE H SHAREHOLDERS' CLASS MEETING TO BE HELD ON FRIDAY, 19 JUNE 2020

To: Beijing Media Corporation Limited (the "Company")

I/We *(Note 1)* _____

of _____

(as shown on the register of members) being the registered holder(s) of *(Note 2)* _____ share(s) of RMB1.00 each in the share capital of the Company, hereby inform the Company that I/We intend to attend (in person or by a proxy) the H shareholders' class meeting of the Company to be held at 4:30 p.m. on Friday, 19 June 2020 at Conference Room 2104, Beijing Youth Daily Agency, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the People's Republic of China ("**PRC**").

Date: _____ 2020 Signature(s): _____

Notes:

1. Please insert full name(s) (in Chinese or in English) and registered address(es) (as shown in the register of members) in **BLOCK LETTERS**.

2. Please insert the number of H shares registered under your name(s).

3. Please complete and sign the reply slip and return it by hand, by mail or by fax to Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, by no later than Friday, 29 May 2020.

4. The address and the contact details of Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, are set out below:

   17M Floor, Hopewell Centre,
   183 Queens Road East
   Wanchai
   Hong Kong
   Telephone: (+852) 2862 8555
   Fax: (+852) 2865 0990/(+852) 2529 6087