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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

RESIGNATION OF EXECUTIVE DIRECTOR AND PRESIDENT

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) hereby announces that on 31 October 2019, the Board received the written resignation of Mr. Li Xiaobing (“**Mr. Li**”), the executive director and president of the Company. Due to personal reasons, Mr. Li has conveyed to the Board his request to resign from the positions as the executive director and president of the Company and all his other positions in the Group. The resignation takes effect immediately.

Mr. Li has confirmed that he has neither disagreement nor unsettled issues with the Company or the Board and there were no other matters in respect of his resignation that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Li for his valuable contributions to the Company during his tenure of service.

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

Beijing, the PRC
31 October 2019

As at the date of this announcement, the Board comprises: the executive directors of the Company, Ji Chuanpai, Shang Da and Liu Jia; the non-executive directors of the Company, Peng Liang, Zang Furong, Wu Bin, Sun Fang and Yang Qing; and the independent non-executive directors of the Company, Wu Tak Lung, Cui Enqing, Chen Ji, Wu Changqi and Shi Hongying.

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