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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)**

### SUPPLEMENTAL ANNOUNCEMENT IN RELATION TO THE 2019 ANNUAL REPORT

Reference is made to the 2019 Annual Report (the “**2019 Annual Report**”) of Beijing Media Corporation Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 24 April 2020. The board of directors of the Company (the “**Board**”) wishes to supplement the following information in respect of the significant investments held by the Group (including any investment in an investee company with a value of 5% or more of the Group’s total assets as at 31 December 2019) and their performance during the financial year ended 31 December 2019 and their future prospects:

As at 31 December 2019, the external equity investments of the Group are set out as follows:

Item	Book value (RMB'000)	Fair value (RMB'000)	Proportion of total assets (%)
Long-term equity investment	9,738	9,738	1.09
Investment in other equity instruments	215,923	215,923	24.11
Other non-current financial assets	54,356	54,356	6.07

The Group has disclosed information including company name, book value, investment cost and fair value, etc. in relation to the aforementioned investments in “VIII.8. Long-term equity investment”, “VIII.9. Investment in other equity instruments” and “VIII.10. Other non-current financial assets” under the notes to the financial statements in 2019 Annual Report.

To enable shareholders' better understanding of the Group's investment portfolio, its performance during the financial year and prospect, supplementary disclosures of related information regarding the aforementioned investments are made as follows:

(1) Basic information of relevant investee companies in relation to investment in other equity instruments:

Company name	Place of registration	Primary operation place	Business nature	Number of shares held	Shareholding (%)	Investment cost (RMB'000)	Fair value as at 31 December 2019	Proportion of total assets (%)
Beiyang Publishing & Media Co., Ltd.	Shijiazhuang, Hebei	Shijiazhuang, Hebei	Production, printing, publishing and distribution of books, newspapers and magazines	43,706,423	2.43	103,000	168,017	18.76
Beijing Keyin Media and Culture Co., Ltd.	Beijing	Beijing	Organizing exchange activities on culture and art, and design, production and provision of agency service of advertisements	4,000,000	16.00	6,560	45,061	5.03
Beijing Youth Daily Newspaper Internet Communication Technology Co., Ltd.	Beijing	Beijing	Internet Information Service	500,000	5.00	500	2,845	0.32

1) Key financial information of major investees of investment in other equity instruments:

Company name	Net profit attributable to shareholders of the parent company for the year ended 31 December 2019 (RMB'000)	Accumulated undistributed profit as at 31 December 2019 (RMB'000)	Dividend received for the year ended 31 December 2019 (RMB'000)
Beiyang Publishing & Media Co., Ltd.	852,346	3,518,089	—
Beijing Keyin Media and Culture Co., Ltd.	3,502	221,186	—

- 2) The investment strategies of significant investments in respect of investment in other equity instruments:

Beiyang Publishing & Media Co., Ltd. (“**Beiyang Media**”) is mainly engaged in the production, printing, publishing and distribution of books, newspapers and magazines. It is the main platform for Hebei Publishing & Media Group Co., Ltd. to perform transformation into a corporate and capitalized operations. Currently, the Company holds 43,706,423 shares of Beiyang Media, representing 2.43% of the aggregate share capital of Beiyang Media. The Company made investments in Beiyang Media mainly based on the following consideration to obtain better investment returns: 1) the robust operating conditions of Beiyang Media; 2) its capital operation plans including the reform of shareholding system and listing. Subsequent to the Company’s investments, the Company sees robust operating conditions of Beiyang Media in recent years as it has delivered sustained profitability and steady growth in assets and revenues. The Company is optimistic about the future operation of Beiyang Media and intends to hold the shares for a long term.

Beijing Keyin Media and Culture Co., Ltd. (“**Keyin Media**”) is mainly engaged in organizing exchange activities on culture and art, and design, production and provision of agency service of advertisements, etc. Currently, the Company holds 4,000,000 shares of Keyin Media, representing 16% of the aggregate share capital of Keyin Media. The Company has made investments in Keyin Media mainly based on the consideration of its robust operating conditions and listing plan. Subsequent to our investment, the Company sees the robust operating conditions of Keyin Media in recent years as it has delivered sustained profitability. The Company is optimistic about the future operation of Keyin Media and intends to hold the shares for a long term.

- (2) Basic information of relevant investee companies in relation to other non-current financial assets:

Company name	Place of registration	Primary operation place	Business nature	Number of shares held	Shareholding (%)	Investment cost (RMB'000)	Fair value as at 31 December 2019	Proportion of total assets (%)
Beijing Runxin Dingtai Investment Center (limited partnership)	Beijing	Beijing	Investment management	42,758,258	11.62	42,758	51,639	5.77
Suzhou Huaying Culture Industry Investment Enterprise (limited partnership)	Suzhou, Jiangsu	Suzhou, Jiangsu	Investment management	2,797,180	2.61	2,797	2,717	0.30

- 1) Key financial information of major investees of other non-current financial assets:

<b>Company name</b>	<b>Net profit attributable to shareholders of the parent company for the year ended 31 December 2019 (RMB'000)</b>	<b>Accumulated undistributed profit as at 31 December 2019 (RMB'000)</b>	<b>Dividend received for the year ended 31 December 2019 (RMB'000)</b>
Beijing Runxin Dingtai Investment Center (limited partnership)	196,697	269,053	—

- 2) The investment strategies of significant investments in respect of other non-current financial assets:

The Company's wholly-owned subsidiary, Beijing Network Culture Communication Co., Ltd., as a limited partner, established Beijing Runxin Dingtai Investment Center (limited partnership) (the "**Fund**") in 2013, with a shareholding of 11.62%. The Fund leverages on CSC Financial Co., Ltd. to focus on investing in equities of growth companies that plan to go public. The Company has made investment in the Fund mainly based on the consideration of achieving favourable yields from the Fund's investment projects and considerable investment returns.

In recent years, the Fund has also been actively facilitating various investment projects to realize exits via listing, merger and acquisition and restructuring, repurchase and transfer in NEEQ market, etc. A number of projects have realized exits after listing or partial exits and delivered satisfactory yields. As of 31 December 2019, the Company has received accumulated investment income of RMB31,574 thousand.

The Company is optimistic about the future operation and income of the Fund, and expects to achieve better investment returns upon exit from the Fund at maturity.

The above supplemental information does not affect other information contained in the 2019 Annual Report and, save as disclosed above, the rest contents of the 2019 Annual Report remain unchanged.

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

Beijing, the PRC  
28 August 2020

*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 announcement on the Company's website at [www.bjmedia.com.cn](http://www.bjmedia.com.cn).*