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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 APPOINTMENT AND RE-ELECTION OF DIRECTORS RE-ELECTION OF EMPLOYEE REPRESENTATIVE SUPERVISORS AND PROPOSED RE-ELECTION OF SHAREHOLDER REPRESENTATIVE SUPERVISORS

As the term of office of the sixth session of the Board will expire at the date of the AGM and Mr. Chow Bing Chuen has submitted written resignation on 12 December 2018, Mr. Liu Hong and Mr. Chow Bing Chuen, each as a Director of the sixth session of the Board, will retire from their current positions as Directors from the date of the AGM.

The Board is pleased to announce that on 29 March 2019, (i) Ms. Liu Jia was nominated as an executive Director of the seventh session of the Board; and (ii) Ms. Yang Qing was nominated as a non-executive Director of the seventh session of the Board. The Board also announces that on 12 December 2018, Ms. Shi Hongying was nominated as an independent non-executive Director of the seventh session of the Board. On 29 March 2019, the Board also resolved to re-elect Mr. Ji Chuanpai, Mr. Li Xiaobing, Ms. Yang Wenjian, Mr. Shang Da, Mr. Peng Liang, Ms. Zang Furong, Mr. Wu Bin, Mr. Sun Fang, Mr. Wu Tak Lung, Mr. Cui Enqing, Mr. Chen Ji and Mr. Wu Changqi, the Directors of the current session of the Board, as the Directors of the seventh session of the Board. The term of office of Directors of the seventh session of the Board will take effect from the date of the AGM until the expiry of the term of office of the seventh session of the Board.

The Board further announces that as the term of office of the sixth session of the Supervisory Committee will expire on the date of the AGM, on 29 March 2019, the Supervisory Committee proposed to re-elect Mr. Zhang Zhibing, Mr. Zhang Chuanshui and Mr. Zhao Meng, the shareholder representative Supervisors of the current session of the Supervisory Committee, as the shareholder representative Supervisors of the seventh session of the Supervisory Committee. Ms. Yan Mengmeng and Ms. Zhang Bo, the employee representative Supervisors of the current session of the Supervisory Committee, were democratically re-elected as the employee representative Supervisors of the seventh session of the Supervisory Committee by the meeting of the employee representatives of the Company. The term of office of Supervisors of seventh session of the Supervisory Committee will take effect from the date of the AGM until the expiry of the term of office of the seventh session of the Supervisory Committee.

Pursuant to the Articles of Association, the above proposed appointment and re-election of Directors, and proposed re-election of shareholder representative Supervisors are subject to the approval by the Shareholders at the AGM of the Company by way of ordinary resolutions and their term of office will take effect from the date of the approval by the Shareholders at the AGM until the expiry of the term of office of the seventh session of the Board and the Supervisory Committee.

A circular will be dispatched to the Shareholders as soon as practicable in accordance with relevant requirements of the Listing Rules setting out, among others, further details of the proposed appointment and re-election of Directors and the proposed re-election of shareholder representative Supervisors.

Reference is made to the announcement dated 12 December 2018 of Beijing Media Corporation Limited (the “**Company**”) in relation to, among others, the resignation of Mr. Chow Bing Chuen, independent non-executive director, and proposed appointment of Ms. Shi Hongying (“**Ms. Shi**”) as an independent non-executive director of the Company.

As the term of office of the sixth session of the board of directors (the “**Director(s)**”) (the “**Board**”) of Beijing Media Corporation Limited will expire at the date of the 2018 annual general meeting of the Company (the “**AGM**”) and Mr. Chow Bing Chuen has submitted written resignation on 12 December 2018, Mr. Liu Hong and Mr. Chow Bing Chuen, each as a Director of the sixth session of the Board, will retire from their current positions as Directors from the date of the AGM.

Mr. Liu Hong and Mr. Chow Bing Chuen have confirmed that they had no disagreement with the Board, and there were no other matters in relation to their retirement which need to be brought to the attention of the Shareholders of the Company (the “**Shareholders**”).

During their tenure of service, Mr. Liu Hong and Mr. Chow Bing Chuen have been diligent and committed to their work, and have made remarkable contributions to the development of the Company. The Board would like to express its sincere gratitude to them for their valuable contributions to the Company.

The Board is pleased to announce that on 29 March 2019, (i) Ms. Liu Jia (“**Ms. Liu**”) was nominated as an executive Director of the seventh session of the Board; and (ii) Ms. Yang Qing (“**Ms. Yang**”) was nominated as a non-executive Director of the seventh session of the Board. The Board also announces that on 12 December 2018, Ms. Shi Hongying was nominated as an independent non-executive Director of the seventh session of the Board. On 29 March 2019, the Board also resolved to (i) re-elect Mr. Ji Chuanpai, Mr. Li Xiaobing, Ms. Yang Wenjian and Mr. Shang Da, executive Directors of the current session of the Board, as the executive Directors of the seventh session of the Board; (ii) nominate Mr. Peng Liang, an executive Director of the current session of the Board, as a non-executive Director of the seventh session of the Board and re-elect Ms. Zang Furong, Mr. Wu Bin and Mr. Sun Fang, non-executive Directors of the current session of the Board, as non-executive Directors of the seventh session of the Board; (iii) re-elect Mr. Wu Tak Lung, Mr. Cui Enqing, Mr. Chen Ji and Mr. Wu Changqi, independent non-executive Directors of the current session of the Board, as independent non-executive Directors of the seventh session of the Board. The term of office of Directors of the seventh session of the Board will take effect from the date of the AGM until the expiry of the term of office of the seventh session of the Board.

As of the date of this announcement, the Company is of the view that Mr. Wu Tak Lung, Mr. Cui Enqing, Mr. Chen Ji, Mr. Wu Changqi and Ms. Shi Hongying have satisfied the requirements of independence as set out in Rule 3.13 of the Listing Rules.

The Board further announces that as the term of office of the sixth session of the supervisory committee of the Company (the “**Supervisory Committee**”) will expire on the date of the AGM, on 29 March 2019, the Supervisory Committee proposed to re-elect Mr. Zhang Zhibing, Mr. Zhang Chuanshui and Mr. Zhao Meng, the shareholder representative supervisors (the “**Supervisor(s)**”) of the current session of the Supervisory Committee, as the shareholder representative Supervisors of the seventh session of the Supervisory Committee. Ms. Yan Mengmeng and Ms. Zhang Bo, the employee representative Supervisors of the current session of the Supervisory Committee, were democratically re-elected as the employee representative Supervisors of the seventh session of the Supervisory Committee by the meeting of the employee representatives of the Company. The term of office of the Supervisors of the seventh session of the Supervisory Committee will take effect from the date of the AGM until the expiry of the seventh session of the Supervisory Committee.

Pursuant to the Articles of Association of the Company (the “**Articles of Association**”), the above proposed appointment and re-election of Directors, and proposed re-election of shareholder representative Supervisors are subject to the approval by the Shareholders at the AGM of the Company by way of ordinary resolutions and their term of office will take effect from the date of the approval of the Shareholders at the AGM until the expiry of the term of office of the seventh session of the Board and the Supervisory Committee.

Biographical details of the new nominated Director candidates are set out below. Biographical details of Ms. Shi are set out in the announcement issued on 12 December 2018. Biographical details of the Directors and the shareholder representative Supervisors to be appointed at the AGM, and the employee representative Supervisors re-elected will be disclosed in a circular to be dispatched to the Shareholders.

BIOGRAPHICAL DETAILS

Ms. Liu Jia

Ms. Liu Jia, 36, is the director of the board office of the Company. Ms. Liu obtained a bachelor’s degree in management with a major in information management and information system from Central University of Finance and Economics in 2005. Ms. Liu joined the Beijing Youth Daily in July 2005 and served for integrated management, remuneration management, training supervision and performance management of the human resources department of Beijing Youth Daily. Ms. Liu joined the Company in July 2013 and has served as the assistant to secretary of the board, deputy director and director of the board office. Ms. Liu has also served as the director of Beijing International Advertising Media Group Limited since 28 December 2016.

Save as disclosed above and as at the date of this announcement, Ms. Liu does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does she 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, Ms. Liu 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)(the “SFO”).

Subject to the appointment of Ms. Liu as an executive director being approved by the Shareholders, the Company will enter into a service contract with her. The term of office of Ms. Liu as an executive Director will be from the date of approval by the Shareholders at the AGM until the expiry of the term of office of the seventh session of the Board. Pursuant to the Articles of Association, Ms. Liu will be subject to retirement by re-election upon the expiry of her term of office.

Ms. Liu’s remuneration package will be determined by the remuneration committee of the Board who is proposed to be authorized by the Shareholders at the AGM by taking into account, among other matters, her terms of reference, her 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 Ms. Liu 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**”).

Ms. Yang Qing

Ms. Yang Qing, 36, is General Manager of Investment and Financing Department and Supervisor of Le Shi Internet Information & Technology (Beijing) Limited. In 2005 and 2013, Ms. Yang obtained a bachelor degree with major in English literature from Beijing Normal University and a master degree with major in business administration from Peking University, respectively. She graduated from the School of Law of Fordham University in January 2015 and obtained a master of law degree with major in banking and finance corporate law. Ms. Yang holds China Legal Professional Qualification Certificate. She served as the Legal Adviser of ConocoPhillips China Inc. from June 2006 to December 2013. From May 2016 to October 2017, Ms. Yang served as the Senior Legal Manager of Legend Holdings Corporation. Ms. Yang served as the General Manager of Investment and Financing Department of Le Shi Internet Information & Technology (Beijing) Limited since October 2017.

Save as disclosed above and as at the date of this announcement, Ms. Yang does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does she 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, Ms. Yang does not have any interest in the shares of the Company within the meaning of Part XV of the SFO.

Subject to the appointment of Ms. Yang as a non-executive Director being approved by the Shareholders, the Company will enter into a service contract with her. The term of office of Ms. Yang as a non-executive Director will be from the date of approval by the Shareholders at the AGM until the expiry of the term of office of the seventh session of the Board. Pursuant to the Articles of Association, Ms. Yang will be subject to retirement by re-election upon the expiry of her term of office.

Ms. Yang's remuneration package will be determined by the remuneration committee of the Board to be authorized by the Shareholders at the AGM by taking into account, among other matters, her terms of reference, duties and responsibilities in the Company.

Save as disclosed above, the Company is not aware of any other matters needed to be brought to the attention of the Shareholders or any information in relation to the appointment of Ms. Yang which is needed to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

A circular will be dispatched to the Shareholders as soon as practicable in accordance with relevant requirements of the Listing Rules setting out, among others, further details of the proposed appointment and re-election of Directors and proposed re-election of shareholder representative Supervisors.

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

Beijing, the PRC
29 March 2019

As at the date of this announcement, the Board comprises: the executive directors of the Company, Ji Chuanpai, Li Xiaobing, Yang Wenjian, Peng Liang and Shang Da; the non-executive directors of the Company, Zang Furong, Wu Bin, Liu Hong and Sun Fang; and the independent non-executive directors of the Company, Wu Tak Lung, Cui Enqing, Chen Ji, Wu Changqi and Chow Bing Chuen.

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