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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

RE-DESIGNATION OF DIRECTOR AND APPOINTMENT OF ACTING PRESIDENT

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces that on 22 November 2019, Mr. Wu Bin (“**Mr. Wu**”), a non-executive director of the Company, has been re-designated as an executive director of the Company with immediate effect. On the same day, the Board also approved to appoint Mr. Wu to serve as the acting president of the Company with an acting term commencing from 22 November 2019 and ending on the appointment of the new president by the Board. Mr. Wu does not receive remuneration from the Company.

BIOGRAPHICAL DETAILS OF MR. WU

Mr. Wu Bin, 50, is currently the deputy president, the member of the Disciplinary Inspection Commission of Beijing Youth Daily Agency and a non-executive director of the Company. Mr. Wu graduated from Beijing Institute of Education majoring in geography in 1991, and from Adult Education College in Beijing Administrative College majoring in administrative management in 1999. Mr. Wu graduated from the Master of Business Administration (MBA) program in Asia International Open University (Macau)

in April 2003. Mr. Wu successively served in various positions in China Communist Youth League Beijing Committee from April 1993 to January 2004, including staff member, deputy principal staff member, principal staff member and deputy director. Mr. Wu joined Beijing Youth Daily Agency in January 2004, and had successively served in various positions, including deputy director, director and deputy president. Mr. Wu has over 15 years of experience in media business. Mr. Wu was appointed as a non-executive director of the Company on 30 June 2017.

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

Beijing, the PRC

22 November 2019

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, Zang Furong, 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.