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If you have sold or transferred all your shares in **Beijing Media Corporation Limited**, you should at once hand this circular and the accompanying form of proxy and the reply slip to the purchaser or the transferee or to the bank, licensed securities dealer or other agent through whom the sale or transfer was effected for transmission to the purchaser or the transferee.

**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)

PROPOSED APPOINTMENT AND RE-ELECTION OF DIRECTORS
PROPOSED RE-ELECTION OF SHAREHOLDER
REPRESENTATIVE SUPERVISORS
AND
NOTICE OF THE ANNUAL GENERAL MEETING

A letter from the Board is set out on pages 3 to 24 of this circular. A notice convening the AGM to be held at 2:00 p.m. on Friday, 21 June 2019 at 21st Floor, Beijing Youth Daily Agency, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the PRC is set out on pages 25 to 30 of this circular.

Whether or not you are able to attend the AGM, please complete and return the enclosed form of proxy in accordance with the instructions printed thereon as soon as practicable and in any event not less than 24 hours before the time appointed for the holding of the AGM or any adjournment thereof, and deposit it with Computershare Hong Kong Investor Services Limited, the H Shares registrar and transfer office of the Company in Hong Kong, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong. Completion and return of the form of proxy will not preclude you from attending and voting at the AGM or any adjournment thereof should you so desire.

30 April 2019

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DEFINITIONS

In this circular, unless the context otherwise requires, the following expressions have the following meanings:

“AGM”	the 2018 annual general meeting of the Company to be convened at 2:00 p.m. on Friday, 21 June 2019
“Articles of Association”	the articles of association of the Company
“Board”	the board of Directors
“BYDA”	Beijing Youth Daily Agency, controlling shareholder of the Company
“Company”	Beijing Media Corporation Limited (北青傳媒股份有限公司), a joint stock limited company incorporated under the laws of the PRC and whose H shares are listed and traded on the Hong Kong Stock Exchange
“controlling shareholder”	has the meaning ascribed under the Listing Rules
“Director(s)”	the director(s) of the Company
“Hong Kong”	Hong Kong Special Administrative Region of the PRC
“Hong Kong Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Latest Practicable Date”	24 April 2019, being the latest practicable date prior to the printing of this circular for the purpose of ascertaining certain information contained herein
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as amended from time to time)
“PRC”	the People’s Republic of China, which for the purpose of this circular only, excludes Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan
“RMB”	Renminbi, the lawful currency of the PRC
“SFO”	the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong

DEFINITIONS

“Shareholder(s)”	the shareholder(s) of the Company
“Supervisor(s)”	the supervisor(s) of the Company
“Supervisory Committee”	the supervisory committee of the Company

LETTER FROM THE BOARD



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)

Executive Directors:

Ji Chuanpai
Li Xiaobing
Yang Wenjian
Peng Liang
Shang Da

Registered Office:

Building A, No. 23 Baijiazhuang Dongli
Chaoyang District
Beijing 100026
PRC

Non-Executive Directors:

Zang Furong
Wu Bin
Liu Hong
Sun Fang

Independent Non-Executive Directors:

Wu Tak Lung
Cui Enqing
Chen Ji
Wu Changqi
Chow Bing Chuen

30 April 2019

To the Shareholders

Dear Sir or Madam,

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

I. INTRODUCTION

References are made to the announcements of the Company dated 12 December 2018 and 29 March 2019 in relation to (i) the resignation of Mr. Chow Bing Chuen from the position as an independent non-executive Director; (ii) the proposed appointment and re-election of Directors; (iii) the proposed re-election of shareholder representative Supervisors; and (iv) the proposed re-election of employee representative Supervisors.

LETTER FROM THE BOARD

The purpose of this circular is to provide you with a notice regarding, among others, (i) the proposed appointment and re-election of Directors; and (ii) the proposed re-election of shareholder representative Supervisors, so as to enable you to make an informed decision on whether to vote for or against the proposed resolutions at the AGM.

II. PROPOSED APPOINTMENT AND RE-ELECTION OF DIRECTORS

As the term of office of the sixth session of the Board of Beijing Media Corporation Limited will expire at the date of the 2018 AGM, and Mr. Chow Bing Chuen had submitted his 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 that need to be brought to the attention of the Shareholders.

During their tenure of service, Mr. Liu Hong and Mr. Chow Bing Chuen have always 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.

At the Board meeting held on 12 December 2018, Ms. Shi Hongying was nominated as the independent non-executive Director of the seventh session of the Board. At the Board meeting held on 29 March 2019, (i) Ms. Liu Jia was nominated as the executive Director of the seventh session of the Board; and (ii) Ms. Yang Qing was nominated as the non-executive Director of the seventh session of the Board. On the same day, the Board also resolved (i) to re-elect Mr. Ji Chuanpai, Mr. Li Xiaobing, Ms. Yang Wenjian and Mr. Shang Da, the executive Directors of the current session of the Board, as the executive Directors of the seventh session of the Board; (ii) to re-elect Mr. Peng Liang, the executive Director of the current session of the Board, as the non-executive Director of the seventh session of the Board, to re-elect Ms. Zang Furong, Mr. Wu Bin and Mr. Sun Fang, the non-executive Directors of the current session of the Board, as the non-executive Directors of the seventh session of the Board; (iii) to re-elect Mr. Wu Tak Lung, Mr. Cui Enqing, Mr. Chen Ji and Mr. Wu Changqi, the independent non-executive Directors of the current session of the Board, as the independent non-executive Directors of the seventh session of the Board. The resolutions in relation to the proposed appointment and re-election of Directors will be put forward at the AGM as ordinary resolutions.

In consideration of the candidates of the independent non-executive Directors, the nomination committee has considered their past performance, their written confirmation of independence to the Company under Rule 3.13 of Listing Rules and takes consideration of their skills, background, knowledge and experience. Mr. Wu Tak Lung, Mr. Cui Enqing, Mr. Chen Ji, Mr. Wu Changqi and Ms. Shi Hongying have extensive experience in different sectors, including media, accounting, management and law, etc.. In addition, their education, background, experience and practice enable them to provide relevant valuable opinions, and

LETTER FROM THE BOARD

contribute to the diversity of the Board. None of them holds a position as a Director in seven or more than seven listed companies, therefore, they are able to devote sufficient time and attention to the Company.

The term of office of the Directors of the seventh session of the Board will last for three years commencing from the date of the AGM to the date of the annual general meeting to be convened in 2022. Upon the proposed appointment and re-election of Directors being approved by the Shareholders, the Company will enter into service contracts with such Directors. Their remuneration as Directors will be determined by the remuneration committee of the Board according to the authorization at the AGM.

Biographical details of the Director candidates of the seventh session of the Board are set out in Appendix I to this circular.

III. PROPOSED RE-ELECTION OF SHAREHOLDER REPRESENTATIVE SUPERVISORS AND RE-ELECTION OF EMPLOYEE REPRESENTATIVE SUPERVISORS

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. The resolutions in relation to the proposed re-election of shareholder representative Supervisors will be put forward at the AGM as ordinary resolutions.

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, and their term of office 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.

The term of office of the Supervisors of the seventh session of the Supervisory Committee will last for three years commencing from the date of the AGM to the date of the annual general meeting to be convened in 2022. Upon the re-election of the proposed shareholder representative Supervisors being approved by the Shareholders, the Company will enter into service contracts with the Supervisors. Their remuneration as Supervisors will be determined by the Shareholders at the AGM.

Biographical details of the shareholder representative Supervisor candidates and the employee representative Supervisors of the seventh session of the Supervisory Committee are set out in Appendix I to this circular.

LETTER FROM THE BOARD

IV. AGM

The AGM will be held at 2:00 p.m. on Friday, 21 June 2019 at 21st Floor, Beijing Youth Daily Agency, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the PRC, at which resolutions will be proposed to approve, among other matters, (i) the proposed appointment and re-election of Directors; and (ii) the proposed re-election of shareholder representative Supervisors. A notice convening the AGM is set out on pages 25 to 30 of this circular.

Voting on the resolutions to be considered at the AGM shall be taken by way of poll. To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, no Shareholder has a material interest in the resolution to be proposed at AGM and is required to abstain from voting on relevant resolution at the AGM.

Whether or not you are able to attend the AGM, please complete and return the enclosed form of proxy in accordance with the instructions printed thereon as soon as practicable and in any event not less than 24 hours before the time appointed for the holding of the AGM or any adjournment thereof, and deposit it with Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong. Completion and return of the form of proxy will not preclude you from attending and voting in person at the AGM or any adjournment thereof should you so desire.

V. RECOMMENDATION

The Directors believe that the resolutions regarding (i) the proposed appointment and re-election of Directors; and (ii) the proposed re-election of shareholder representative Supervisors are in the best interests of the Company and the Shareholders as a whole. Accordingly, the Directors recommend that all the Shareholders should vote in favour of the resolutions at the AGM.

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

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

Biographical Details of Director Candidates of the Seventh Session of the Board

Executive Directors:

Mr. Ji Chuanpai

Mr. Ji Chuanpai, 49, is the chairman of the Board and an executive Director and currently the secretary of the Party Committee and president of BYDA and is also a senior journalist. Mr. Ji obtained a bachelor's degree in Chinese language and literature from Chinese department of Shangdong University and a master's degree of Law in International Relations from the School of International Studies, Peking University. Mr. Ji worked for Beijing Daily from January 1999 to November 2014 and served as director of social news department, director of political news department, director of cultural news department and member of the editing committee of Beijing Daily. Mr. Ji served as deputy editor in chief of Qian Xian magazine of the Beijing Committee of the Communist Party of China from November 2014 to April 2018. Mr. Ji has served as the secretary of the Party Committee and president of BYDA since April 2018. Mr. Ji was appointed as a Director on 28 June 2018.

Save as disclosed above and as at the Latest Practicable Date, Mr. Ji does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Ji does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Mr. Ji as an executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Ji 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, Mr. Ji will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Ji who also serves in the BYDA does not receive remuneration from 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 Mr. Ji that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Li Xiaobing

Mr. Li Xiaobing, 48, is the president and an executive Director of the Company and currently a member of the Party Committee and standing vice president of BYDA. Mr. Li obtained an executive master degree of Business Administration from Tsinghua University in 2007. From 1996 to 2003, Mr. Li served as a vice secretary and a secretary to Commission of Communist Youth League in Daxing District, Beijing. From August to December in 2003, Mr. Li served as a vice secretary to Publicity Department of Beijing Daxing District

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Committee of Communist Party of China (中國共產黨北京大興區委宣傳部). From January to August in 2004, Mr. Li served as a director of Volunteer Service Instructing Center of the Communist Youth League Beijing Municipal Committee (共青團北京市志願服務指導中心). Since joining BYDA in September 2004, Mr. Li has successively served as vice president and standing vice president of BYDA. Mr. Li served as non-executive Director from 15 May 2012 to 31 March 2017. Mr. Li was appointed as the president of the Company on 17 January 2018. Mr. Li was appointed as a Director on 28 June 2018.

Save as disclosed above and as at the Latest Practicable Date, Mr. Li does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Li does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Mr. Li as an executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Li 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, Mr. Li will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Li who also serves in the BYDA does not receive remuneration from 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 Mr. Li that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Yang Wenjian

Ms. Yang Wenjian, 48, is the executive vice president and an executive Director. Ms. Yang graduated from the Beijing International Studies University in 1992 with a bachelor of arts degree. Ms. Yang worked for Sino-Japan Youth Communication Center from August 1992 to March 1996, and then Beijing Huawen Xutong International Advertising Co., Ltd. from March 1996 to January 1998. Ms. Yang joined BYDA in January 1998, and had successively served in various positions including reporter, deputy director, executive chief editor and deputy president. From October 2005 to July 2016, Ms. Yang served in Hebei Youth Daily Agency as president and chief editor. From April 2013 to February 2017, Ms. Yang served as the chairman of Chongqing Youth Media Company Limited. Ms. Yang has over 20 years of experience in the media business. Ms. Yang was appointed as vice president of the Company on 31 March 2017, a Director on 30 June 2017, and an executive vice president of the Company on 24 August 2017.

Save as disclosed above and as at the Latest Practicable Date, 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

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

of its subsidiaries, or any directorships in other listed companies in the last three years. As at the Latest Practicable Date, Ms. Yang does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Ms. Yang 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. Yang 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. Yang will be subject to retirement by rotation and re-election upon the expiry of her term of office.

Ms. Yang who also serves in the BYDA does not receive remuneration from 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. Yang that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Shang Da

Mr. Shang Da, 57, is the vice president, the joint company secretary, the secretary to the Board and executive Director. Mr. Shang obtained a bachelor's degree in Trade and Economics from Capital University of Economics and Business and an EMBA degree from Dongbei University of Finance and Economics. Mr. Shang served as the secretary to the Board since 28 May 2001. Mr. Shang was appointed as the vice president of the Company on 13 December 2011 and joint company secretary on 19 March 2012, and also served as director and supervisor of certain subsidiaries of the Company. Mr. Shang has also been an affiliated person of Hong Kong Institute of Chartered Secretaries since 2005. Mr. Shang, by virtue of his relevant experiences, has been confirmed capable of discharging the functions of company secretary by the Hong Kong Stock Exchange in March 2015 pursuant to the note 2 to Rule 3.28 of the Listing Rules and qualified for the position of company secretary under the Listing Rules. Mr. Shang was appointed as a Director on 30 June 2016.

Save as disclosed above and as at the Latest Practicable Date, Mr. Shang does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Shang does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Mr. Shang as an executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Shang 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, Mr. Shang will be subject to retirement by rotation and re-election upon the expiry of his term of office.

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Mr. Shang'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, his terms of reference, his 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 Mr. Shang that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

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 Latest Practicable Date, 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 Latest Practicable Date, Ms. Liu does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On 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 rotation and 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 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 Listing Rules.

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Non-executive Directors:

Mr. Peng Liang

Mr. Peng Liang, 46, is an executive Director. Mr. Peng graduated from the Capital University of Economics and Business and obtained a master's degree in Accounting and the qualification of Senior Accountant in 1999. Mr. Peng is also a PRC Certified Public Accountant, a PRC Certified Tax Agent and a PRC Certified Public Valuer. Mr. Peng served as the manager of the financial department of a subsidiary of Datang Telecom Technology Co. Ltd. from July 1999 to December 2004. Mr. Peng joined BYDA in 2004, and has successively served in BYDA as the director of the financial department, the president's assistant and vice president, in some subsidiaries of BYDA as director and supervisor, and in some subsidiaries of the Company as director and supervisor since October 2005. Mr. Peng was appointed as the chief financial officer of the Company from 13 December 2011 to 20 November 2017. Mr. Peng was appointed as executive vice president of the Company from 31 March 2017 to 17 August 2018. Mr. Peng was appointed as a Director on 30 June 2016.

Save as disclosed above and as at the Latest Practicable Date, Mr. Peng does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Peng does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Mr. Peng as a non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Peng 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, Mr. Peng will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Peng who also serves in the BYDA does not receive remuneration from 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 Mr. Peng that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Zang Furong

Ms. Zang Furong, 58, is currently a member of the Party Committee, chairman of the labour union, and director of inspection office in BYDA and a non-executive Director. Ms. Zang graduated from Beijing Fengtai Normal College majoring in physics in 1980, from Beijing Institute of Education majoring in ideological and political education in 1987, and from Party School of the Central Committee of C.P.C. majoring in economics in 1994. From 1980 to August 1984, Ms. Zang served as a teacher in Fengtai No. 5 Middle School in Fengtai District, Beijing. From August 1984 to August 1988, Ms. Zang served in the Middle

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School Department of China Communist Youth League Fengtai Committee in Beijing successively in various positions such as officer and minister, and concurrently served in Fengtai Bureau of Education as the secretary of China Communist Youth League Committee from January 1986 to August 1988. From August 1988 to September 1993, Ms. Zang served in the Middle School Department of China Communist Youth League Beijing Committee as deputy director and director, successively. Ms. Zang joined BYDA in September 1993, and had successively served in various positions including the deputy general manager of Beijing Youth Daily Newspaper Corporation, director of inspection office, member of the Party Committee and chairman of the labour union. Ms. Zang has over 25 years of experience in media business. Ms. Zang was appointed as a Director on 30 June 2017.

Save as disclosed above and as at the Latest Practicable Date, Ms. Zang 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 Latest Practicable Date, Ms. Zang does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Ms. Zang 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. Zang 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. Zang will be subject to retirement by rotation and re-election upon the expiry of her term of office.

Ms. Zang who also serves in the BYDA does not receive remuneration from 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. Zang that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Wu Bin

Mr. Wu Bin, 50, is currently the deputy president, the member of the Disciplinary Inspection Commission of BYDA and a non-executive Director. Mr. Wu Bin 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 Bin served in Beijing Xuanwu District Bureau of Education as an officer and the Communist Youth League officer from July 1987 to April 1993 successively. Mr. Wu Bin 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 and principal staff member of Juvenile Department, as well as principal staff member and deputy director of Business Department. Mr. Wu Bin joined BYDA in January 2004, and had successively served in various positions including deputy director, director of

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

the Party Committee Office, office director and deputy president. Mr. Wu Bin has over 14 years of experience in media business. Mr. Wu Bin was appointed as a Director on 30 June 2017.

Save as disclosed above and as at the Latest Practicable Date, Mr. Wu Bin does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Wu Bin does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Mr. Wu Bin as a non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Wu Bin 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, Mr. Wu Bin will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Wu Bin who also serves in the BYDA does not receive remuneration from 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 Mr. Wu Bin that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Sun Fang

Mr. Sun Fang, 45, is a non-executive Director. Mr. Sun obtained a bachelor degree in Law from Renmin University of China in July 1995 and an EMBA degree from School of Economics and Management of Tsinghua University in March 2010, and was qualified as practicing securities investment analyst in 2004 and fund practitioner in 2016. Mr. Sun worked for China Beijing TV Station from 1995 to 2010 and served successively as the editor and reporter of Nightly News (《晚間新聞》), editor in charge of Beijing NEWS (《北京新聞》), editor in chief of Capital Economics Report (《首都經濟報道》) and EVENING NEWS REPORT (《晚間新聞報道》), producer of Securities Infinite (《證券無限》) and World Finance and Economics (《天下財經》) for Beijing TV Finance Channel. Mr. Sun served as general manager of Shouhua Financial and Economic Media Corporation Limited (首華財經傳媒有限公司) from September 2010 to December 2012. Mr. Sun served as chief executive of Beijing STARS Fund Investment Limited from January 2013 and director of Chang Jiang Culture Co., Ltd. (837747.OC) from 2016 and chairman of China B-TO-B Holdings Ltd. from April 2017 and fund director of Hong Kong Asian Pacific Film Corporation Fund (香港亞太影視合作基金) from 2018. Mr. Sun was appointed as a Director on 28 June 2018.

Save as disclosed above and as at the Latest Practicable Date, Mr. Sun does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he hold any other positions in the Company or any of

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

its subsidiaries, or any directorships in other listed companies in the last three years. As at the Latest Practicable Date, Mr. Sun does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On the appointment of Mr. Sun as a non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Sun 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, Mr. Sun will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Sun'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, his terms of reference, his 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 Mr. Sun that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Yang Qing

Ms. Yang Qing, 36, is currently the general manager and supervisor of investment and financing department of Le Shi Internet Information & Technology (Beijing) Limited. Ms. Yang obtained a bachelor's degree in English literature from Beijing Normal University (北京師範大學) and a master's degree in Business Administration from Peking University in 2005 and 2013 respectively, and graduated from Law school of Fordham University in January 2015 with a degree of master of laws of banking and financial company laws. Ms. Yang holds the Legal Professional Qualification Certificate (中國法律職業資格證). Ms. Yang served as the legal consultant of ConocoPhillips China Inc. (康菲石油中國有限公司) from June 2006 to December 2013. During May 2016 to October 2017, Ms. Yang served as the senior legal manager of Legend Holdings Corporation. Ms. Yang has served as the general manager of the investment and financing department of Le Shi Internet Information & Technology (Beijing) Limited since October 2017.

Save as disclosed above and as at the Latest Practicable Date, 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 Latest Practicable Date, Ms. Yang does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

On 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 rotation and re-election upon the expiry of her term of office.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

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, 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. Yang that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Independent non-executive Directors:

Mr. Wu Tak Lung

Mr. Wu Tak Lung, 53, is an independent non-executive Director. Mr. Wu Tak Lung is a member of Hong Kong Institute of Certified Public Accountants, a fellow member of the Hong Kong Securities and Investment Institute, the Association of Chartered Certified Accountants, the Taxation Institute of Hong Kong and the Hong Kong Institute of Chartered Secretaries. Mr. Wu Tak Lung was awarded the bachelor's degree in Accounting by the Hong Kong Baptist University and the master's degree in Finance jointly awarded by the University of Manchester and the University of Wales. Mr. Wu Tak Lung had worked in an international accounting firm namely Deloitte Touche Tohmatsu for five years, and was then employed by several listed and private companies in Hong Kong as head of corporate finance and executive director. Mr. Wu Tak Lung currently serves as an independent non-executive director of China Machinery Engineering Corporation (01829.HK), Sinomax Group Limited (01418.HK), Kam Hing Investment Holdings Limited (02307.HK) and Henan Jinma Energy Company Limited (06885.HK), which are companies listed on the Hong Kong Stock Exchange, and Olympic Circuit Technology Co., Ltd. (603920.SH), a company listed on the Shanghai Stock Exchange. During the last three years, Mr. Wu Tak Lung once served as the independent non-executive director of Aupu Group Holding Company Limited (delisted in September 2016, previous stock code: 00477.HK), First Tractor Company Limited (0038.HK) (601038.SH), Sinotrans Shipping Limited (delisted in January 2019, previous stock code: 00368.HK) and Huarong Investment Stock Corporation Limited (02277.HK), whose shares are listed on Hong Kong Stock Exchange. Mr. Wu Tak Lung currently is the member of the committee of Jiangsu Provincial People's Political Consultative Conference, honorary member of the Council and the Court of Hong Kong Baptist University, the honorary chairman of the North Kwai Chung Scout Association and the executive vice president of Hong Kong-Guang Dong Youth Exchange Promotion Association. Mr. Wu Tak Lung was appointed as a Director on 15 May 2013.

As at the Latest Practicable Date, Mr. Wu Tak Lung does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he hold any other positions in the Company or any of its subsidiaries, or have any interest in the shares of the Company within the meaning of Part XV of SFO. Save as disclosed above and as at the Latest Practicable Date, Mr. Wu Tak Lung does not hold any directorships in other listed companies in the last three years.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

Upon the re-election of Mr. Wu Tak Lung as an independent non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Wu Tak Lung as an independent 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, Mr. Wu Tak Lung will be subject to retirement by rotation and re-election upon the expiry of his term of office.

The Company is of the view that Mr. Wu Tak Lung has satisfied the requirement of independence as set out in Rule 3.13 of the Listing Rules.

Mr. Wu Tak Lung'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, his terms of reference, his 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 Mr. Wu Tak Lung that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Cui Enqing

Mr. Cui Enqing, 75, is an independent non-executive Director. Mr. Cui is a senior economist. Mr. Cui graduated from the School of Economics in Peking University (one-year advanced course) in 1975 and graduated from the Party School of the Central Committee of the Communist Party of China in Beijing with a college degree in Economics and Management in 1991. Mr. Cui had worked at the Communist Party Committee of Shijing Shan District, Beijing and had served as the deputy office head of district committee and the secretary of the youth league district committee, during 1965 to 1983. From 1983 to 1996, Mr. Cui served as president of BYDA for 13 years, and also served as deputy chairman and the manager of its operation and management committee of China Youth Newspaper Association (中國青年報刊協會). Mr. Cui also served as a part-time professor of the School of Journalism and Communication of Renmin University of China. From 1998 to 2004, Mr. Cui served as the deputy secretary of Party Committee of Beijing Literary Federation (北京市文聯) and the standing deputy chairman and general secretary of Beijing Lao She Arts Foundation (北京老舍文藝基金會). In 2000, Mr. Cui established Beijing Star Daily (北京娛樂信報) and served as the president until 2004. Mr. Cui was appointed as a Director on 15 May 2013.

As at the Latest Practicable Date, Mr. Cui does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he hold any other positions in the Company or any of its subsidiaries, or have any interest in the shares of the Company within the meaning of Part XV of SFO. Save as disclosed above and as at the Latest Practicable Date, Mr. Cui does not hold any directorships in other listed companies in the last three years.

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Upon the re-election of Mr. Cui as an independent non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Cui as an independent 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, Mr. Cui will be subject to retirement by rotation and re-election upon the expiry of his term of office.

The Company is of the view that Mr. Cui has satisfied the requirement of independence as set out in Rule 3.13 of the Listing Rules.

Mr. Cui'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, his terms of reference, his 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 Mr. Cui that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Chen Ji

Mr. Chen Ji, 67, is an independent non-executive Director. Mr. Chen graduated from Beijing Normal University majoring in Chinese Language in 1976 and graduated from Beijing Administrative College with a postgraduate degree of Economics and Management in 1999. Mr. Chen, with over 40 years of work experience, is a senior economist. From March 1981 to 1983, Mr. Chen successively served as a reporter, head of school team, and director of supplement department of BYDA. Mr. Chen served as the deputy chief editor of BYDA in 1983 and served as the chief editor of BYDA in 1988. Mr. Chen had served as the deputy general manager of Beijing North Star Industrial Group Company (北京北辰實業集團公司) since 1995 and held a concurrent position as the general legal counsel. Since 1997, he served as the deputy general manager (July 1997-June 2000) and executive director (July 1997-June 2000, June 2005-31 May 2012) of Beijing North Star Company Limited (a company listed on Hong Kong Stock Exchange and Shanghai Stock Exchange). Mr. Chen was appointed as a Director on 15 May 2013.

As at the Latest Practicable Date, Mr. Chen does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he hold any other positions in the Company or any of its subsidiaries, or have any interest in the shares of the Company within the meaning of Part XV of SFO. Save as disclosed above and as at the Latest Practicable Date, Mr. Chen does not hold any directorships in other listed companies in the last three years.

Upon the re-election of Mr. Chen as an independent non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Chen as an independent 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, Mr. Chen will be subject to retirement by rotation and re-election upon the expiry of his term of office.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

The Company is of the view that Mr. Chen has satisfied the requirement of independence as set out in Rule 3.13 of the Listing Rules.

Mr. Chen'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, his terms of reference, his 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 Mr. Chen that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Wu Changqi

Mr. Wu Changqi, 64, is an independent non-executive Director. Mr. Wu Changqi is currently serving as the president of Development Strategy Institute of the State High-Tech Development Zones of Peking University and Guanghua Cisco Leadership Institute of Guanghua School of Management in Peking University. Mr. Wu Changqi served as a lecturer and an assistant professor in economics of the Business School in Hong Kong University of Science and Technology in 1991 and 1994, respectively. Mr. Wu Changqi has been the professor and PhD supervisor in strategic management of the Guanghua School of Management of Peking University since 2001. He served as head of the Department of Strategic Management of the Guanghua School of Management of Peking University from 2001 to 2010, the director of the EMBA Centre of the Guanghua School of Management of Peking University from 2002 to 2010 and the associate dean of the Guanghua School of Management of Peking University from 2003 to 2010. Mr. Wu Changqi graduated from Shandong University with a bachelor's degree in Economics in 1982, and obtained an MBA degree and a doctoral degree in Applied Economics from Katholieke Universiteit Leuven in Belgium in 1986 and 1990, respectively. Mr. Wu Changqi served as a Director from August 2004 to May 2013, and was appointed as a Director on 30 June 2016.

As at the Latest Practicable Date, Mr. Wu Changqi does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he hold any other positions in the Company or any of its subsidiaries, or have any interest in the shares of the Company within the meaning of Part XV of SFO. Save as disclosed above and as at the Latest Practicable Date, Mr. Wu Changqi does not hold any directorships in other listed companies in the last three years.

Upon the re-election of Mr. Wu Changqi as an independent non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Wu Changqi as an independent 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, Mr. Wu Changqi will be subject to retirement by rotation and re-election upon the expiry of his term of office.

The Company is of the view that Mr. Wu Changqi has satisfied the requirement of independence as set out in Rule 3.13 of the Listing Rules.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

Mr. Wu Changqi'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, his terms of reference, his 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 Mr. Wu Changqi that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Shi Hongying

Ms. Shi Hongying, 46, obtained a bachelor degree majoring in Law and a master degree majoring in Law Education from the Capital Normal University in July 1995 and July 2004 respectively and obtained the National Lawyer Qualification Certificate in 1998. Since July 1995, Ms. Shi has successively served in the Communist Youth League Committee, Office of the Communist Party Committee and the Publicity Department of the Communist Party Committee of the Capital Normal University. She was transferred to the teaching position from January 2007 and now serves as an associate professor of the Capital Normal University. Ms. Shi served as a people's juror in the People's Court of Haidian District, part-time lawyer in Beijing Zhenghai Law Firm (北京市正海律師事務所) and Beijing Yingdao Law Firm (北京市英島律師事務所) and currently works as part-time lawyer in Beijing Yinghong Law Firm (北京英弘律師事務所). Ms. Shi also currently works as Director of the Criminal Laws Professional Committee and Deputy Director of the Rights Protection Committee to Beijing Lawyers Association, member of the Criminal Matters Committee and Right Protection Center to All China Lawyers Association, managing director of the Legal Literature Research Institution and special-term researcher of the Law Studies Research Institution to China Law Society, and member of the Experts Group of Litigation Service Center of the Supreme People's Court of PRC and other social positions.

As at the Latest Practicable Date, Ms. Shi 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 have any interest in the shares of the Company within the meaning of Part XV of SFO. Save as disclosed above and as at the Latest Practicable Date, Ms. Shi does not hold any directorships in other listed companies in the last three years.

On the appointment of Ms. Shi as an independent non-executive Director being approved by the Shareholders, the Company will enter into a service contract with her. The term of office of Ms. Shi as an independent 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. Shi will be subject to retirement by rotation and re-election upon the expiry of her term of office.

The Company is of the view that Ms. Shi has satisfied the requirement of independence as set out in Rule 3.13 of the Listing Rules.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

Ms. Shi'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, 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. Shi that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Biographical Details of Shareholder Representative Supervisor Candidates and Employee Representative Supervisors to be re-elected of the Seventh Session of the Supervisory Committee

Shareholder Representative Supervisors

Mr. Zhang Zhibing

Mr. Zhang Zhibing, 43, is the chairman of the Supervisory Committee. He is currently the director of the Party Committee Office of BYDA. Mr. Zhang Zhibing graduated from Peking University in 1998 with a bachelor's degree in Economics. Mr. Zhang served as the head of business planning of the corporate management department in Great Dragon Information Technology Co., Ltd. from August 1998 to November 2000. Mr. Zhang Zhibing joined BYDA in December 2000, and had successively served in various positions such as office secretary, assistant to the director of the Party Committee Office, and director of the Party Affair Management and Party Committee Office. Mr. Zhang Zhibing has nearly 19 years of experience in media business. Mr. Zhang Zhibing was appointed as a Supervisor on 30 June 2017.

Save as disclosed above and as at the Latest Practicable Date, Mr. Zhang Zhibing does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Zhang Zhibing does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

Upon the re-election of Mr. Zhang Zhibing as a shareholder representative Supervisor being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Zhang Zhibing as a shareholder representative Supervisor 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 Supervisory Committee. Pursuant to the Articles of Association, Mr. Zhang Zhibing will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Zhang Zhibing who also serves in the BYDA does not receive remuneration from the Company.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

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 Mr. Zhang Zhibing that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Zhang Chuanshui

Mr. Zhang Chuanshui, 67, worked at No. 6 sub-factory in Li Ming Farm at Yunnan Province from May 1969 to October 1978. Mr. Zhang Chuanshui worked at the engineering team of Beijing Measuring Instruments Limited from November 1978 to 1985. From 1986 to April 1993, Mr. Zhang Chuanshui served as the chief of finance division of Beijing Hardware Tools Research Center. From May 1993 to September 2006, Mr. Zhang Chuanshui served as the deputy manager in the planning and finance department of Beijing Economic-Technological Investment & Development Corporation. Mr. Zhang Chuanshui is now retired. Mr. Zhang Chuanshui was appointed as a Supervisor on 7 June 2010.

Save as disclosed above and as at the Latest Practicable Date, Mr. Zhang Chuanshui does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Zhang Chuanshui does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

Upon the re-election of Mr. Zhang Chuanshui as a shareholder representative Supervisor being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Zhang Chuanshui as a shareholder representative Supervisor 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 Supervisory Committee. Pursuant to the Articles of Association, Mr. Zhang Chuanshui will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Zhang Chuanshui's remuneration package will be determined by the Shareholders at the AGM by taking into account, among other matters, his terms of reference, his 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 Mr. Zhang Chuanshui that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Mr. Zhao Meng

Mr. Zhao Meng, 44, is currently the manager of the department of listing of China Satellite Communications Co. Ltd (formerly known as China Satellite Communications Company Limited). Mr. Zhao graduated from Shandong University with a bachelor's degree in Electronics Engineering in 1998 and graduated from University of International Business and Economics with a master's degree in Business Administration in 2006. From 1998 to 1999, Mr. Zhao served as the project manager of Shandong Post And Telecom Engineering

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

Co. Ltd. From 1999 to 2004, Mr. Zhao served as the project manager of Shandong Mobile Communication Engineering Department. From 2006 to 2007, Mr. Zhao served as the strategy and planning manager of the department of enterprise development of China Satellite Communication Co. Ltd.. From 2008 to March 2009, Mr. Zhao served as the head of the department of strategy development of China Direct Broadcast Satellite Co., Ltd.. From March 2009 to May 2017, Mr. Zhao served as the deputy manager of the department of enterprise development of China Satellite Communications Co. Ltd. Since June 2017, Mr. Zhao has served as the manager of the department of listing of China Satellite Communications Co. Ltd. Mr. Zhao was appointed as a Supervisor on 15 May 2013.

Save as disclosed above and as at the Latest Practicable Date, Mr. Zhao does not have any relationship with any Director, senior management or substantial or controlling shareholder of the Company, nor does he 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 Latest Practicable Date, Mr. Zhao does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

Upon the re-election of Mr. Zhao as a shareholder representative Supervisor being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Zhao as a shareholder representative Supervisor 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 Supervisory Committee. Pursuant to the Articles of Association, Mr. Zhao will be subject to retirement by rotation and re-election upon the expiry of his term of office. Mr. Zhao voluntarily waived to receive remuneration from the Company since 5 September 2018.

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 Mr. Zhao that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Employee Representative Supervisors

Ms. Yan Mengmeng

Ms. Yan Mengmeng, 55, is a director of the laser phototypesetting centre of the Company. Ms. Yan was awarded a postgraduate certificate in Business Management from the Capital University of Economics and Business. From June 1983 to June 1991, Ms. Yan worked as a secretary of the Office of the China Electronic Press Association and became a secretary of the Office of the Exhibition and Design Association under the China Electronic Press Association. Starting from June 1991, Ms. Yan joined BYDA as a coordinator of the laser phototypesetting office and was promoted to deputy director and then director of the laser phototypesetting office of BYDA in June 1992 and March 1993 respectively. Ms. Yan was transferred from BYDA to the Company as the head of laser phototypesetting centre in May 2001. Ms. Yan was appointed as a Supervisor on 7 June 2010.

APPENDIX I BIOGRAPHICAL DETAILS OF DIRECTORS AND SUPERVISORS

Save as disclosed above and as at the Latest Practicable Date, Ms. Yan 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 Latest Practicable Date, Ms. Yan does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

After the effectiveness of the re-election of Ms. Yan as an employee representative Supervisor, the Company will enter into a service contract with her. The term of office of Ms. Yan as an employee representative Supervisor 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 Supervisory Committee. Pursuant to the Articles of Association, Ms. Yan will be subject to retirement by rotation and re-election upon the expiry of her term of office.

Ms. Yan's remuneration package will be determined 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. Yan that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

Ms. Zhang Bo

Ms. Zhang Bo, 39, is the manager of the Human Resources Department of the Company. Ms. Zhang graduated in 2005 from the Department of Sociology of Peking University with a Master's Degree in Sociology. Joining Beijing Youth Daily Agency in July 2005, Ms. Zhang has served as a secretary and the chief secretary of the Secretarial Division of the Office and an assistant to the director of the Party Committee Office of Beijing Youth Daily Agency. Ms. Zhang joined the Company in December 2015 and serves as the manager of the Human Resources Department. Ms. Zhang also serves as the chairman and general manager of Beijing Youth Online Culture and Communication Co., Ltd., a subsidiary of the Company, since April 2017. Ms. Zhang was appointed as a Supervisor on 5 December 2017.

Save as disclosed above and as at the Latest Practicable Date, Ms. Zhang 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 Latest Practicable Date, Ms. Zhang does not have any interest in the shares of the Company within the meaning of Part XV of SFO.

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After the effectiveness of the re-election of Ms. Zhang as an employee representative Supervisor, the Company will enter into a service contract with her. The term of office of Ms. Zhang as an employee representative Supervisor 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 Supervisory Committee. Pursuant to the Articles of Association, Ms. Zhang will be subject to retirement by rotation and re-election upon the expiry of her term of office.

Ms. Zhang's remuneration package will be determined 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. Zhang that need to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

NOTICE OF THE ANNUAL GENERAL MEETING



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)

NOTICE OF THE ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that an annual general meeting (the “AGM”) of Beijing Media Corporation Limited (the “**Company**”) will be held at 2:00 p.m. on Friday, 21 June 2019 at 21st Floor, Beijing Youth Daily Agency, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the People's Republic of China (the “**PRC**”), for the purpose of considering and, if thought fit, passing the following resolutions:

As Ordinary Resolutions

1. To consider and, if thought fit, to approve the report of the board of directors of the Company for the year ended 31 December 2018.
2. To consider and, if thought fit, to approve the report of the supervisory committee of the Company for the year ended 31 December 2018.
3. To consider and, if thought fit, to approve the audited financial statements of the Company for the year ended 31 December 2018.
4. To consider and, if thought fit, to approve the appointment of WUYIGE Certified Public Accountants LLP (大信會計師事務所(特殊普通合夥)) as the Company's auditor for the year 2019, and to authorize the audit committee of the Board of the Company to determine their remuneration.
5. To consider and, if thought fit, to approve the re-election of Mr. Ji Chuanpai as an executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
6. To consider and, if thought fit, to approve the re-election of Mr. Li Xiaobing as an executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
7. To consider and, if thought fit, to approve the re-election of Ms. Yang Wenjian as an executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

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8. To consider and, if thought fit, to approve the re-election of Mr. Shang Da as an executive director of the Company, to authorize the remuneration committee of the Board to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
9. To consider and, if thought fit, to approve the appointment of Ms. Liu Jia as an executive director of the Company, to authorize the remuneration committee of the Board to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
10. To consider and, if thought fit, to approve the appointment of Mr. Peng Liang as a non-executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
11. To consider and, if thought fit, to approve the re-election of Ms. Zang Furong as a non-executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
12. To consider and, if thought fit, to approve the re-election of Mr. Wu Bin as a non-executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
13. To consider and, if thought fit, to approve the re-election of Mr. Sun Fang as a non-executive director of the Company, to authorize the remuneration committee of the Board to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
14. To consider and, if thought fit, to approve the appointment of Ms. Yang Qing as a non-executive director of the Company, to authorize the remuneration committee of the Board to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
15. To consider and, if thought fit, to approve the re-election of Mr. Wu Tak Lung as an independent non-executive director of the Company, to authorize the remuneration committee of the Board to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

NOTICE OF THE ANNUAL GENERAL MEETING

16. To consider and, if thought fit, to approve the re-election of Mr. Cui Enqing as an independent non-executive director of the Company, to authorize the remuneration committee of the Board to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
17. To consider and, if thought fit, to approve the re-election of Mr. Chen Ji as an independent non-executive director of the Company, to authorize the remuneration committee of the Board to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
18. To consider and, if thought fit, to approve the re-election of Mr. Wu Changqi as an independent non-executive director of the Company, to authorize the remuneration committee of the Board to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
19. To consider and, if thought fit, to approve the re-election of Ms. Shi Hongying as an independent non-executive director of the Company, to authorize the remuneration committee of the Board to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
20. To consider and, if thought fit, to approve the re-election of Mr. Zhang Zhibing as a shareholder representative supervisor of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
21. To consider and, if thought fit, to approve to the re-election of Mr. Zhang Chuanshui as a shareholder representative supervisor of the Company, and to pay him the remuneration in the amount of RMB20,000 per year (tax inclusive), and to authorize legal representative of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
22. To consider and, if thought fit, to approve the re-election of Mr. Zhao Meng as a shareholder representative supervisor of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.
23. To consider and, if thought fit, to approve to pay Ms. Yan Mengmeng, an employee representative supervisor of the Company, the remuneration in the amount of RMB20,000 per year (tax inclusive), and to authorize legal representative of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

NOTICE OF THE ANNUAL GENERAL MEETING

24. To consider and, if thought fit, to approve to pay Ms. Zhang Bo, an employee representative supervisor of the Company, the remuneration in the amount of RMB20,000 per year (tax inclusive), and to authorize legal representative of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.

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

Beijing, the PRC, 30 April 2019

As at the date of this notice, 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 notice on the Company's website at www.bjmedia.com.cn.

NOTICE OF THE ANNUAL GENERAL MEETING

Notes:

1. Eligibility for Attending the AGM

Holders of H shares whose names appear on the register of the Company maintained by Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, on Wednesday, 22 May 2019 shall be entitled to attend the AGM.

Holders of H shares intending to attend and vote at the AGM to be held on Friday, 21 June 2019 shall lodge all the transfer documents for H shares with the relevant share certificates to the H share registrar and transfer office of the Company in Hong Kong, Computershare Hong Kong Investor Services Limited, at rooms 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, no later than 4:30 p.m. on Tuesday, 21 May 2019.

2. Proxy

- (1) Shareholders entitled to attend and vote at the AGM may appoint one or more proxies in writing to attend and vote at the meeting on his behalf. The proxy need not be a shareholder of the Company.
- (2) A proxy shall be appointed by a shareholder by a written instrument signed by the appointor or his attorney duly authorized in writing. In case of a corporation, the same must be either under its common seal or under hand of its director(s) or duly authorized attorney(s). If the written instrument is signed by an attorney of the appointor, the power of attorney or other documents of authorization of such attorney shall be notarized.
- (3) To be valid, the notarized power of attorney or other document(s) of authorization (if any) and the form of proxy shall be delivered to (i) the registered office address of Company for holders of domestic shares; and (ii) Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, for holders of H shares, no less than 24 hours before the time fixed for convening the AGM or any adjournment thereof (as the case may be). Completion and return of a form of proxy will not preclude a shareholder from attending and voting in person at the meeting if he so desires.
- (4) If a shareholder appoints more than one proxy, such proxies shall only exercise their voting rights by a poll.

3. Registration Procedures for Attending the AGM

- (1) A shareholder or his proxy shall produce his identification document when attending the AGM. Where a shareholder is a legal person, the legal representative of that shareholder or the person authorized by its board of directors or other governing body shall produce a copy of the resolutions of the board of directors or other governing body of such shareholder appointing such person to attend the meeting.
- (2) Shareholders intending to attend the AGM shall return to the Company the reply slip stating their attendance on or before Friday, 31 May 2019.
- (3) A shareholder may return the above reply slip to the Company in person, by post or by facsimile to the office of the Company or Computershare Hong Kong Investor Services Limited.

4. Closure of Register of Members

The Register of Members will be closed from Wednesday, 22 May 2019 to Friday, 21 June 2019 (both days inclusive), during which period no transfer of shares will be registered.

NOTICE OF THE ANNUAL GENERAL MEETING

5. Method of Voting at the AGM

Pursuant to Rule 13.39(4) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited, any vote of shareholders at a general meeting must be taken by way of poll. Accordingly, the chairman of the AGM will demand a poll in relation to all the proposed resolutions at the AGM.

6. Miscellaneous

- (1) The AGM of the Company is expected to be held for less than half a day. Shareholders attending the AGM shall be responsible for their own travelling and accommodation expenses.
- (2) The address of the Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.
- (3) The registered office and the contact details of the Company are:

Building A, No. 23 Baijiazhuang Dongli,
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