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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)

PROFIT WARNING

This announcement is made by Beijing Media Corporation Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, the loss attributable to the Shareholders for the six months ended 30 June 2018 is expected to increase, which was primarily attributable to the provision to be further made for the other receivables of Beijing Transmedia Co., Ltd. (“**Beiqing Transmedia**”) and Beijing Trans-media Co., Ltd. (“**Trans-media**”) and the goodwill of Beiqing CéCi Advertising (Beijing) Limited (“**Beiqing CéCi**”) for the six months ended 30 June 2018. If full provision is required to be made for the above items, the total amount of the provision is RMB184,948 thousand, among which, the cap of the provision made for the other receivables of Beiqing Transmedia and Trans-media by the Company is RMB89,430 thousand and RMB65,088 thousand respectively, and the cap of the provision made for the goodwill of Beiqing CéCi by the Company is RMB30,430 thousand. Accordingly, the loss attributable to the Shareholders for the six months ended 30 June 2018 is expected to be approximately RMB220,000 thousand (net loss attributable to the Shareholders in the corresponding period of 2017: RMB39,513 thousand), representing an approximate year-on-year increase of 456.78%.

The operation of the Company is in a normal status for the six months ended 30 June 2018. Based on the principle of prudence, the Board and the management of the Company decides to make further provision for the remaining other receivables of Beiqing Transmedia and Trans-media on top of the previous partial provision in accordance with the re-assessment of the recovery possibility of several other receivables and taking into account of the overdue and large amount of other receivables and numbers of failed collection. Despite of the above provision made for the other receivables, the Company will actively take all necessary measures for the recovery of such other receivables and the accrued interests, including but not limited to strengthening the communication and negotiation with Beiqing Transmedia and Trans-media regarding the solutions to the debts and consulting related legal advisors for possible appropriate legal measures. Besides, despite of the improved operation status of Beiqing CéCi, considering the

decline of overall competitiveness of print media as a result of the continuous current and future impact by the flourishing online new media and other factors, the Board and the management of the Company decides to make further provision for the remaining goodwill of Beiqing CéCi on top of the previous partial provision. After the provision, the Company will strengthen the management and operation of Beiqing CéCi and further expands the innovation, expecting to make up for the loss due to the provision made for the goodwill.

The Board and the management of the Company expects that the above situation will not have any material and adverse impact on the daily operation of the Group. The business and cash flow of the Group remain normal for the six months ended 30 June 2018.

Information contained in this announcement should only be regarded as preliminary assessments made by the Board based on information currently available to the Group, but not figures or information as reviewed by the auditor of the Company, since the interim results of the Group for the six months ended 30 June 2018 are not yet available. The Company is expected to announce its interim results for the six months ended 30 June 2018 in August 2018.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

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

Beijing, the PRC
3 August 2018

As at the date of this announcement, the Board comprises: the executive directors of the Company, Ji Chuanpai, Li Xiaobing, Yang Wenjian, Peng Liang, Shang Da and Li Xin; 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.