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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

RESIGNATION OF EXECUTIVE VICE PRESIDENT AND EXECUTIVE DIRECTOR PROPOSED APPOINTMENT OF EXECUTIVE DIRECTOR AND

PROPOSED AMENDMENTS TO ARTICLES OF ASSOCIATION

RESIGNATION OF EXECUTIVE VICE PRESIDENT AND EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces that on 29 March 2018, the Board received the written resignation of Ms. He Xiaona (“**Ms. He**”). Due to reach at the retirement age, Ms. He has conveyed to the Board her request to resign from the positions as executive vice president and executive director of the Company. The resignation takes effect immediately.

Ms. He has confirmed that she has neither disagreement nor unsettled issues with the Board and there were no other matters in respect of her resignation that need to be brought to the attention of the Shareholders of the Company.

The Board would like to take this opportunity to express its sincere gratitude to Ms. He for her valuable contributions to the Company during her tenure of service.

PROPOSED APPOINTMENT OF EXECUTIVE DIRECTOR

The Board hereby announces that on 29 March 2018, Ms. Li Xin (“**Ms. Li**”) was nominated as the executive director with effect from the date of approval by the shareholders of the Company (the “**Shareholders**”) at the annual general meeting (the “**AGM**”) of the Company in 2018 until expiration of the term of the sixth session of the Board.

Biographical Details of Ms. Li Xin

Ms. Li Xin, 39, is the chief financial officer of the Company. Ms. Li graduated from Wuhan College of Military Economic Management majoring in financial management in 2003. Ms. Li served as accountant officer and financial manager successively of the Beijing East Intellectual Agency Property Co., Ltd. during the years from 2004 to 2009. Ms. Li joined the Company in August 2010, and has served as the assistant of chief financial officer. Ms. Li was appointed as the deputy chief financial officer of the Company on 9 July 2015, and was appointed as the chief financial officer of the Company on 20 November 2017. Ms. Li served as a supervisor of the Company during the period from 31 March 2015 to 2 November 2017.

Save as disclosed above and as at the date of this announcement, Ms. Li does not have any relationship with any director, supervisor of the Company, 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. Li 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). On the appointment of Ms. Li 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. Li as an executive director will be from the date of approval by the Shareholders at the AGM of the Company until the expiry of the term of office of the sixth session of the Board. Pursuant to the articles of association of the Company (the “**Articles of Association**”), Ms. Li will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Ms. Li’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. Li 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 (the “**Listing Rules**”).

PROPOSED AMENDMENTS TO ARTICLES OF ASSOCIATION

On 29 March 2018, the Board proposed to make certain amendments to the Articles of Association to reflect the change in the business scope. The proposed amendments to the Articles of Association are subject to the approval of the Shareholders by way of a special resolution at the AGM.

The Board proposed to amend the Articles of Association as follows:

The second paragraph of Article 11 of the Articles of Association

which reads:

“The business scope of the Company includes: distribution agency of publications of Beijing Youth Daily Agency; advertising agency for domestic and foreign businessmen in China; developing computer hardware and software and network technology, and technology service, transfer, consultation and training; selling computer hardware and software; selling general merchandise; selling crafts; selling electronic products; selling jewellery; selling furnitures and construction materials; selling pre-packaged food.

is proposed to be amended as follows:

“The business scope of the Company includes: distribution agency of publications of Beijing Youth Daily Agency; advertising agency for domestic and foreign businessmen in China; developing computer hardware and software and network technology, and technology service, transfer, consultation and training; selling computer hardware and software; selling general merchandise; selling crafts; selling electronic products; selling jewellery; selling furnitures and construction materials.”

GENERAL

A circular containing, among other things, details of the proposed appointment of Ms. Li Xin as executive director, and the proposed amendments to the Articles of Association together with a notice convening the AGM of the Company will be dispatched to the Shareholders as soon as practicable in accordance with relevant requirements of the Listing Rules.

By Order of the Board
Beijing Media Corporation Limited
Zhang Yanping
Chairman

Beijing, the PRC
29 March 2018

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Yang Wenjian, Peng Liang and Shang Da; the non-executive directors of the Company, Zang Furong, Wu Bin, Xu Xun and Liu Hong; 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.