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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 PRESIDENT, EXECUTIVE DIRECTOR AND VICE CHAIRMAN OF THE BOARD OF DIRECTORS AND APPOINTMENT OF PRESIDENT AND EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces:

- i. on 17 January 2018, the Board received the written resignation of Mr. Yu Haibo (“**Mr. Yu**”), the president, executive director and vice chairman of the Board. Due to adjust of work arrangement, Mr. Yu has conveyed to the Board his request to resign from the position as the president, executive director and vice chairman of the Board. The resignation takes effect immediately.
- ii. on 17 January 2018, upon approval of the fifteenth meeting of the sixth session of the Board, Mr. Li Xiaobing (“**Mr. Li**”) was appointed as the president of the Company with immediate effect, and nominated as the executive director with effect from the date of approval by the shareholders of the Company (the “**Shareholders**”) at the shareholders’ general meeting of the Company in 2018 until expiration of the term of the sixth session of the Board.

Mr. Yu has confirmed that he has neither disagreements nor unsettled issues with the Board and there were no other issues in respect of his resignation that need to be brought to the attention of the Shareholders of the Company.

The Company would like to take this opportunity to express its sincere gratitude to Mr. Yu for his valuable contributions to the Company during his term of service.

## Biographical Details of Mr. Li Xiaobing

Mr. Li Xiaobing, 48, serves as the president of the Company. 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 of Commission of Communist Youth League in Daxing District, Beijing (共青團北京大興區委員會). From August to December in 2003, Mr. Li served as a vice secretary to Publicity Department of Daxing District Committee in Beijing 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 of the Company from 15 May 2012 to 31 March 2017.

Save as disclosed above and as at the date of this announcement, Mr. Li does not have any relationship with any director, supervisor, senior management of the Company 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 date of this announcement, Mr. 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 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 commence from the date of approval by the Shareholders at the shareholders' general meeting 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, Mr. Li will be subject to retirement by rotation and reelection upon the expiry of his term of office. The remuneration packages of Mr. Li will be determined by the Remuneration Committee of the Board as authorized by the Shareholders at the shareholders' general meeting by taking into account, among other matters, their terms of reference, 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. 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**”).

## GENERAL

A circular containing, among other things, details of the proposed appointment of Mr. Li as executive director together with a notice convening the shareholders' general meeting 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  
17 January 2018

*As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, He Xiaona, 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](http://www.bjmedia.com.cn).*