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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 OF ANNUAL RESULTS FOR THE YEAR ENDED 31 DECEMBER 2015

FINANCIAL HIGHLIGHTS:

1. Total operating revenue of the Group for the year of 2015 was RMB509,257 thousand, representing a decrease of RMB171,512 thousand or 25.19% as compared with 2014.
2. Net loss of the Group attributable to the shareholders of the Company for the year of 2015 was RMB45,372 thousand, net profit of the Group attributable to the shareholders of the Company for the year of 2014 was RMB10,506 thousand.
3. Earnings per share was RMB-0.23 in 2015, earnings per share was RMB0.05 in 2014.
4. As of 31 December 2015, the equity of the Group attributable to the shareholders of the Company was RMB1,265,345 thousand, the gearing ratio of the Group was 17.52%.
5. The Board did not propose to declare a final dividend for the year 2015.

The Board announces the consolidated results of the Group for the year ended 31 December 2015 which have been prepared in accordance with the PRC Accounting Standards and the disclosure requirements of the Listing Rules and the Hong Kong Companies Ordinance.

CONSOLIDATED INCOME STATEMENT

For the year ended 31 December 2015

Item	Notes	RMB'000	
		For the year ended 31 December 2015	For the year ended 31 December 2014
Total operating revenue	<i>1</i>	509,257	680,769
Total operating costs		559,271	683,420
Operating cost	<i>1</i>	404,220	537,208
Sales tax and surcharges		7,448	11,649
Selling expenses		72,396	38,511
Administrative expenses		58,574	63,582
Financial expenses	<i>3</i>	(2,287)	(9,831)
Impairment loss of assets		18,920	42,301
Add: Loss on the changes in fair value		(901)	(8,234)
Investment loss	<i>4</i>	(7,570)	(40,452)
Including: Loss from investment in associates	<i>4</i>	(39,752)	(40,521)
Operating loss		(58,485)	(51,337)
Add: non-operating income	<i>5</i>	1,110	57,022
Including: Gain from disposal of non-current assets		5	97
Less: non-operating expenses	<i>6</i>	360	78
Including: Loss on disposal of non-current assets		248	9
Total (loss)/profit		(57,735)	5,607
Less: Income tax expenses	<i>7</i>	(3,257)	711
Net (loss)/profit		(54,478)	4,896
Net profit attributable to:			
Shareholders of the Company		(45,372)	10,506
Non-controlling shareholders		(9,106)	(5,610)

CONSOLIDATED INCOME STATEMENT (CONTINUED)*For the year ended 31 December 2015*

Item	<i>Notes</i>	<i>RMB'000</i>	
		For the year ended 31 December 2015	For the year ended 31 December 2014
Other net comprehensive income after tax		58	(6)
Other net comprehensive income after tax attributable to shareholders of the Company		35	(4)
Including: Other comprehensive income subsequently reclassified into profit or loss		35	(4)
Including: Exchange differences from retranslation of financial statements		35	(4)
Other net comprehensive income after tax attributable to non-controlling shareholders		23	(2)
Total comprehensive income		(54,420)	4,890
Total comprehensive income attributable to shareholders of the Company		(45,337)	10,502
Total comprehensive income attributable to non-controlling shareholders		(9,083)	(5,612)
Earnings per share			
Basic earnings per share (RMB per share)	8	(0.23)	0.05
Diluted earnings per share (RMB per share)	8	(0.23)	0.05
Dividends	9	19,731	27,623

CONSOLIDATED BALANCE SHEET

As at 31 December 2015

		RMB'000	
		As at	As at
Item	Notes	31 December 2015	31 December 2014
Current assets:			
Bank balances and cash		349,953	366,321
Account receivable	10	409,792	410,679
Prepayments		59,869	103,651
Interest receivable		1,212	1,461
Other receivables		134,274	144,836
Inventories		35,963	54,768
Non-current assets due within one year		1,760	1,489
Other current assets	11	23,040	11,000
Total current assets		1,015,863	1,094,205
Non-current assets			
Financial assets available-for-sale	12	165,746	145,560
Long-term equity investment	13	145,953	183,705
Investment properties	14	56,466	53,159
Fixed assets		10,473	12,725
Intangible assets		36,320	37,788
Goodwill		47,377	47,377
Long-term prepaid expenses		1,446	1,721
Deferred income tax assets		15,687	4,534
Other non-current assets	15	59,090	14,816
Total non-current assets		538,558	501,385
Total assets		1,554,421	1,595,590

CONSOLIDATED BALANCE SHEET (CONTINUED)

As at 31 December 2015

		RMB'000	
Item	Notes	As at 31 December 2015	As at 31 December 2014
Current liabilities:			
Notes payable		35,114	81,545
Account payable	16	75,333	107,721
Receipts in advance		37,524	47,643
Employee benefit payables		6,776	7,416
Tax payables		(9,019)	(16,418)
Interest payables		25	40
Other payables	17	67,077	26,998
Non-current liabilities due within one year		6,500	7,500
Other current liabilities		2,432	5,147
Total current liabilities		221,762	267,592
Non-current liabilities			
Long-term loan	18	5,500	12,000
Deferred income tax liabilities		4,514	5,030
Total non-current liabilities		10,014	17,030
Total liabilities		231,776	284,622
Shareholders' equity:			
Share capital		197,310	197,310
Capital reserves		936,475	887,794
Other comprehensive income		31	(4)
Surplus reserves		130,931	130,931
Undistributed profits	19	598	65,701
Total equity attributable to shareholders of the Company		1,265,345	1,281,732
Non-controlling interest		57,300	29,236
Total shareholders' equity		1,322,645	1,310,968
Total liabilities and shareholders' equity		1,554,421	1,595,590
Net current assets		794,101	826,613
Total assets less current liabilities		1,332,659	1,327,998

BASIS FOR PREPARATION

The Group's financial statements for the year ended 31 December 2015 have been prepared on a going concern basis and based on the actual transactions and matters incurred, in accordance with Accounting Standards for Business Enterprises ("ASBE") issued by the Ministry of Finance of the People's Republic of China, including adoption of nine revised and new basic and specific standards issued by MOF ("New PRC Accounting Standards") and other relevant regulations issued by MOF ("PRC Accounting Standards"), of which, ASBE No.2 – Investment in associates, ASBE No.9 – Employee benefits, ASBE No.30 – Presentation of financial statements, ASBE No.33 Consolidated financial statements, ASBE No.39 – Fair value measurement and ASBE No.40 – Joint arrangements have been early adopted for the financial statements for the year ended 31 December 2013; and ASBE – Basic Standard, ASBE No.37 – Presentation of Financial Instruments and ASBE No.41 Disclosure of Interests in Other Entities have been also adopted for the financial statements for the year ended 31 December 2014, and disclosed in accordance with the Rules Governing the Listing of Securities on Hong Kong Stock Exchange and Hong Kong Companies Ordinance; and the accounting policies and estimates as stated in "Principal accounting policies and accounting estimates and basis of preparation of consolidated financial statements".

ON A GOING CONCERN BASIS

The directors have made an assessment and concluded that the Group is able to continuous as a going concern for at least the next 12 months, and there is no existence of a material uncertainty on the ability of on-going operation.

CHANGE OF ACCOUNTING POLICY AND ITS EFFECT

The related change in accounting policy has no material effect to the Group's financial statements.

STATEMENT OF COMPLIANCE OF ACCOUNTING STANDARDS FOR BUSINESS ENTERPRISES

The Group's consolidated financial statements have been prepared in conformity with the "PRC Accounting Standards", and present truly and completely the consolidated financial position as at 31 December 2015 and their consolidated operating results, consolidated cash flows and other relevant information for the year then ended.

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

NOTES TO THE FINANCIAL STATEMENTS

1. TOTAL OPERATING REVENUE, OPERATING COSTS

(1) Principal operations – by business

	For the year ended 31 December 2015		For the year ended 31 December 2014	
	Operating revenue	Operating costs	Operating revenue	Operating costs
Advertising	249,181	173,256	360,187	244,434
Printing	18,134	17,518	24,658	24,258
Trading of print-related materials	199,343	186,807	260,567	242,518
Distribution	4,563	4,881	6,457	5,267
Consultation service income	2,348	1,896	3,277	725
Game development income	6,615	4,120	1,797	446
Total	<u>480,184</u>	<u>388,478</u>	<u>656,943</u>	<u>517,648</u>

(2) For the year ended 31 December 2015, the sum of operating revenue from the top five customers is RMB94,213 thousand representing 18.50% of total operating revenue.

(3) Other operating revenue mainly includes the production revenue of RMB11,660 thousand in respect of production of TV series “All Quiet in Peking”, by the Company and Beijing Spring Integration Film Limited for production; distribution revenue of RMB270 thousand in respect of joint production of film “The Story of Zheng Yang Gate” with cooperation with Daqianmen (Beijing) Media Co., Ltd.

2. SEGMENT INFORMATION

These price of intra-segment transactions is determined with reference to market rates. The segments are:

Segment	Principal activities
Advertising:	Sales of advertising spaces and outdoor advertising of the media or activities operated by BYDA, Chongqing Youth Daily, Beiqing Community Newspaper and CèCi magazine.
Printing:	Provision of printing services.
Trading of print-related material:	Sales of paper, ink, lubricant, film, pre-coating photosensitive liquid plate and rubber plate used for printing and other print-related materials.
Distribution:	Distribution of newspaper that are mainly published by Chongqing Youth Daily.
Network technical services:	Provision of network technical support and maintenance service for online gaming

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

(1) For the year ended 31 December 2015

Item	Advertising	Printing	Trading of print-related material	Distribution	Network technical services	Unallocated amount	Elimination	Total
Total operating revenue	281,903	44,749	230,538	4,563	6,885	32,737	(92,118)	509,257
Including: Revenue from external transactions	248,911	18,134	199,343	4,563	6,885	31,421	–	509,257
Revenue from intra-segment transactions	32,992	26,615	31,195	–	–	1,316	(92,118)	–
Total operating costs	334,937	46,686	231,178	7,773	6,348	24,467	(92,118)	559,271
Impact due to changes in fair value	–	–	–	–	–	(901)	–	(901)
Investment income	–	–	–	–	–	(7,570)	–	(7,570)
Operating profit (loss)	(53,034)	(1,937)	(640)	(3,210)	537	(201)	–	(58,485)
Non-operating income and expenses, net	876	(13)	(67)	(46)	–	–	–	750
Total profit	(52,158)	(1,950)	(707)	(3,256)	537	(201)	–	(57,735)
Income tax expenses	(13,463)	389	2,004	–	144	7,669	–	(3,257)
Net profit	(38,695)	(2,339)	(2,711)	(3,256)	393	(7,870)	–	(54,478)
Total assets	1,010,905	27,602	145,233	1,968	7,242	670,482	(309,011)	1,554,421
Total liabilities	138,505	18,643	97,874	2,685	426	54,658	(81,015)	231,776
Supplementary information								
Depreciation and amortization expenses	5,648	133	684	400	205	118	–	7,188
Capital expenditure	3,694	22	113	16	1,352	11	–	5,208
Impairment of assets	12,439	421	2,170	–	–	3,890	–	18,920
Non-cash expenses excluding depreciation and impairment of assets	–	–	–	–	–	–	–	–

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

(2) For the year ended 31 December 2014

Item	Advertising	Printing	Trading of print- related material	Distribution	Unallocated amount	Elimination	Total
Total operating revenue	375,407	78,034	322,968	6,457	30,255	(132,352)	680,769
Including: Revenue from external transactions	360,187	24,658	260,567	6,457	28,900	–	680,769
Revenue from intra-segment transactions	15,220	53,376	62,401	–	1,355	(132,352)	–
Total operating costs	378,052	81,247	319,877	10,812	25,784	(132,352)	683,420
Gain on changes in fair value	–	–	–	–	(8,234)	–	(8,234)
Investment income	–	–	–	–	(33,722)	(6,730)	(40,452)
Operating profit (loss)	(2,645)	(3,213)	3,091	(4,355)	(37,485)	(6,730)	(51,337)
Non-operating income and expenses, net	55,335	6	25	1,577	1	–	56,944
Total profit	52,690	(3,207)	3,116	(2,778)	(37,484)	(6,730)	5,607
Income tax expenses	(2,215)	222	921	–	1,783	–	711
Net profit	54,905	(3,429)	2,195	(2,778)	(39,267)	(6,730)	4,896
Total assets	1,090,213	47,804	190,475	5,367	592,192	(330,461)	1,595,590
Total liabilities	168,946	37,318	149,274	5,383	26,166	(102,465)	284,622
Supplementary information							
Depreciation and amortization expenses	3,944	160	660	343	482	–	5,589
Capital expenditure	4,930	21	87	1,445	184	–	6,667
Impairment of assets	38,109	298	1,234	–	2,660	–	42,301
Non-cash expenses excluding depreciation and impairment of assets	–	–	–	–	–	–	–

The business of the Group is mainly located in Beijing, China.

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

3. FINANCIAL EXPENSES

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Interest expenses – on bank loans fully repayable within 5 years	2,617	836
Less: Interest income	7,491	11,566
Add: Exchange loss (gains)	232	67
Add: Other expenses	2,355	832
Total	(2,287)	(9,831)

4. INVESTMENT LOSS

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Share of loss of associates	(39,752)	(40,521)
Other investment income (<i>Note</i>)	32,182	69
Total	(7,570)	(40,452)

Note: Other investment income in the Company during the year is cash dividend RMB1,692 thousand from available for sale financial assets Suzhou Huaying Culture Industry Investment Enterprise and cash dividend RMB30,490 thousand from Beijing Runxin Dingtai Investment Center received by Legal Evening Post Media Company Limited, a whole owned subsidiary of the Company.

5. NON-OPERATING INCOME

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Government grants (<i>Note</i>)	1,024	55,000
Donation received	–	1,750
Gain on disposal of fixed assets	5	97
Compensation benefit	3	97
Others	78	78
Total	1,110	57,022

Note: Government grants represented unconditional grant from the PRC government in relation to the project of Beijing Community Media and newspaper printing. Government grant was determined at the sole discretion of the relevant PRC government authorities.

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

6. NON-OPERATING EXPENSES

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Loss on disposal of fixed assets	248	9
Public donations expenses	–	10
Stock loss	–	48
Compensation and late payment charges	87	–
Others	25	11
Total	360	78

7. INCOME TAX EXPENSES

(1) Income tax expenses

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Current income tax expenses	8,413	3,175
Deferred income tax expenses	(11,670)	(2,464)
Total	(3,257)	711

(2) Current tax expenses

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Current income tax – PRC	8,433	3,419
Under-provision in prior years – PRC	(20)	(244)
Total	8,413	3,175

No provisions for Hong Kong profits tax of the Group during the year, as there was no profit generated from Hong Kong.

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

(3) Reconciliation table of total profit to income tax expenses

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Total profit	(57,735)	5,607
Income tax calculated at the applicable tax rate of 25%	(14,434)	1,402
Tax effect of non-taxable income	—	(8,416)
Tax effect of non-deductible expenses	1,997	(119)
Tax effect of special tax exemptions	—	—
Tax effect of the subsidiary's losses in current year	23,447	9,297
Utilisation of previously unrecognized tax losses	(14,247)	(1,697)
Underprovision in prior years	(20)	244
Income tax expense	(3,257)	711

Note: The Company is an enterprise mainly engaged in providing newspaper advertising services in PRC. In accordance with the Beijing Municipal Finance Bureau, Beijing Municipal State Administration of Taxation, the Beijing Local Taxation Bureau, Beijing Municipal Committee of the Chinese Communist Party Propaganda Department forwarded Ministry of Finance, State Administration of Taxation, the Central Propaganda Department on the continued implementation of the cultural system in managing cultural institutions transformed into enterprises several tax policy notice (Jing Cai Shui[2014] No.2907), the Company is exempted from EIT from 1 January 2014 to 31 December 2018.

8. EARNINGS PER SHARE

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Net (loss)/profit attributable to shareholders of the Company	(45,372)	10,506
Weighted average number of issued ordinary shares (thousand shares)	197,310	197,310
Earnings per share (RMB)	(0.23)	0.05

Diluted earnings per share and basic earnings per share for the years ended 31 December 2014 and 2015 were the same, as no diluting events existed for both years.

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

9. DIVIDENDS

- (1) The directors didn't propose any dividend for 2015, which is subject to the approval at the coming annual general meeting.
- (2) For the period, the Company recognized the profits were distributed as dividends as follows:

Item	For the year ended 31 December 2015	For the year ended 31 December 2014
Final dividend of RMB0.10 per share for the financial year ended 31 December 2014 (2014: 2013 final dividend of RMB0.14) (Note)	19,731	27,623
Total	19,731	27,623

Note: The Company had paid final dividend of 2014 to the shareholders of the Company before 31 August 2015.

H share individual shareholders on the register of shareholders on 29 June 2015 have been withheld 10% individual income tax according to the requirements of the State Taxation Administration upon receiving their final dividends.

10. ACCOUNTS RECEIVABLE

Item	As at 31 December 2015	As at 31 December 2014
Accounts receivable	452,642	434,929
Less: Provision for bad debts	42,850	24,250
Net accounts receivable	409,792	410,679
For reporting purpose, analysis as:		
Non-current assets – long-term receivables	–	–
Current assets – accounts receivable	409,792	410,679
Total	409,792	410,679

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

- (1) The following is an aging analysis of accounts receivable presented based on the invoice date (net of provision for bad debts):

Item	As at 31 December 2015	As at 31 December 2014
0-90 days	112,802	87,324
91-180 days	36,193	54,897
181-365 days	53,962	114,938
1-2 years	93,260	124,393
Over 2 years	113,575	29,127
Total	409,792	410,679

The Group normally granted credit period of 1 week to 3 months from the date of invoice to its customers (including related parties but excluding certain advertising agents of classified advertisements).

- (2) Analysis of account receivable by categories:

Item	As at 31 December 2015				As at 31 December 2014			
	Balance of carrying amount		Provision for bad debts		Balance of carrying amount		Provision for bad debts	
	Amount	Percentage (%)	Amount	Percentage (%)	Amount	Percentage (%)	Amount	Percentage (%)
Significant individual receivables with bad debt provision made on individual basis	—	—	—	—	—	—	—	—
Receivables with bad debt provision made on group basis								
Aging group	286,117	63.21	34,227	11.96	273,986	63.00	19,239	7.02
Related party group	157,255	34.74	—	—	152,709	35.11	—	—
Non-risk group	257	0.06	—	—	1,483	0.34	—	—
Sub-total	443,629	98.01	34,227	7.72	428,178	98.45	19,239	4.49
Insignificant individual receivables but with bad debt provision made on individual basis	9,013	1.99	8,623	95.67	6,751	1.55	5,011	74.23
Total	452,642	100.00	42,850		434,929	100.00	24,250	

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

Accounts receivable with bad debt provision by aging method are as follows:

Item	As at 31 December 2015			As at 31 December 2014		
	Amount	Percentage (%)	Provision for bad debts	Amount	Percentage (%)	Provision for bad debts
Within 1 year	147,622	—	—	173,098	—	—
1-2 years	70,214	10.00	7,021	71,351	10.00	7,135
2-3 years	47,017	30.00	14,106	19,946	30.00	5,984
3-4 years	13,036	50.00	6,518	5,175	50.00	2,587
Over 4 years	8,228	80.00	6,582	4,416	80.00	3,533
Total	286,117		34,227	273,986		19,239

- (3) The top five accounts receivable as at 31 December 2015 represented 40.33% of the total accounts receivable.
- (4) The ageing analysis of the accounts receivable which are past due but not impaired as at the balance sheet date are as follows:

Item	As at 31 December 2015	As at 31 December 2014
Within 6 months	53,033	61,028
6 months to 1 year	3,019	23,033
1-2 years	32,892	60,177
2-3 years	60,153	2,814
3-4 years	1,860	6,738
Over 4 years	6,555	402
Total	157,512	154,192

Accounts receivable which are past due but not impaired are related to independent customers and related parties such accounts have good credit records with the Group. According to the past experience, management of the Company is of the view that no provision is necessary with respect to such balances, as there is no significant change in credit quality and balances are still considered to be fully recovered.

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

11. OTHER CURRENT ASSETS

Item	As at 31 December 2015	As at 31 December 2014
Held-to-maturity investment (Note 1)	13,040	11,000
External loan (Note 2)	10,000	—
Total	23,040	11,000

Note 1: As at 31 December 2015, the Held-to-maturity investment including:

The Company had entered a fixed-income investment agreement with the Beijing Wenmai Tang Cultural Development Co., Ltd (北京文脈堂文化發展有限公司) to which the Company will invest RMB1,000 thousand for the film project “Coming out” (《出山》), and the investment term will be one year and carry a fixed interest rate of 15.00% per annum. However, the company will not participate into the production process and will not take up any risks or losses derived from the said film project.

The Company had entered an investment agreement in accordance with the proportion of investment with (北京森林影畫文化傳媒有限公司) to which the Company will invest RMB12,040 thousand (representing 20% of total investment cost of the film) for the film project “Billow” (《巨浪》). The Company will enjoy the benefits in accordance with the proportion of investment based on the “Earnings Settlement Report”. However, the company will not participate into the production process.

Note 2: As at 31 December 2015, BYD Logistics, a subsidiary of the Company, directly provided an interest-free loan of RMB10,000 thousand to Beijing Beiqing Top Advertising Limited (北京北青鼎力傳媒廣告有限公司), an associate of the Company. The term of the borrowing is from 11 June 2015 to 10 June 2016.

12. FINANCIAL ASSETS AVAILABLE-FOR-SALE

(1) Details of Financial assets available-for-sale

Item	As at 31 December 2015			As at 31 December 2014		
	Carrying amount	Provision for impairment	Carrying value	Carrying amount	Provision for impairment	Carrying value
Available-for-sale equity instrument	170,815	5,069	165,746	150,629	5,069	145,560
At fair value	—	—	—	—	—	—
Measured at cost	170,815	5,069	165,746	150,629	5,069	145,560
Total	170,815	5,069	165,746	150,629	5,069	145,560

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

(2) Available-for-sale financial assets are analyzed as follows:

Type	As at 31 December 2015	As at 31 December 2014
Unlisted equity investments, China	170,815	150,629
Provision for impairment of Unlisted equity investments	5,069	5,069
Total	165,746	145,560

The unlisted equity investment and equity investment fund held by the Group have no quoted price in active market and their fair value can not be reliably measured, therefore, they were measured at cost.

(3) Available-for-sale financial assets measured at cost

Investee	As at 1 January 2015	Carrying balance		As at 31 December 2015
		Increase in this year	Decrease in this year	
Suzhou Huaying Culture Industry Investment Enterprise	4,500	—	822	3,678
Beijing Keyin Media Culture Co., Ltd.	6,560	—	—	6,560
Beiyang Publishing & Media AG	103,000	—	—	103,000
Beijing Gehua Sunshine Advertising Company	3,000	—	—	3,000
Beijing Youth Daily Newspaper Internet Communication Technology Co., Ltd.	500	—	—	500
Flint (Ink) Beijing Co., Ltd.	2,069	—	—	2,069
Beijing Runxin Dingtai Investment Center (limited partnership)	25,000	25,000	2,992	47,008
Beijing 3D Investment Fund Management Ltd.	6,000	—	1,000	5,000
Total	150,629	25,000	4,814	170,815

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

Investee	Provision for impairment			Shareholding percentage (%)	Cash bonus for the year ended 31 December 2015
	As at 1 January 2015	Increase in this year	Decrease in this year	As at 31 December 2015	
Suzhou Huaying Culture Industry Investment Enterprise	–	–	–	2.25	1,692
Beijing Keyin Media Culture Co., Ltd.	–	–	–	16.00	–
Beiyang Publishing & Media AG	–	–	–	2.58	–
Beijing Gehua Sunshine Advertising Company	3,000	–	–	30.00	–
Beijing Youth Daily Newspaper Internet Communication Technology Co., Ltd.	–	–	–	5.00	–
Flint (Ink) Beijing Co., Ltd.	2,069	–	–	5.00	–
Beijing Runxin Dingtai Investment Center (limited partnership)	–	–	–	11.62	30,490
Beijing 3D Investment Fund Management Ltd.	–	–	–	17.50	–
Total	5,069			5,069	32,182

(4) Provision for impairment of available-for-sale financial assets

Classification of available for sale financial assets	Available-for-sale equity instrument	Total
Provided for impairment as at 1 January 2015	5,069	5,069
Provided in the current year	–	–
Including: transferred in from other comprehensive income	–	–
Decrease in this year	–	–
Including: subsequent reverse from increase in fair value	–	–
Provided for impairment as at 31 December 2015	5,069	5,069

13. INVESTMENTS IN ASSOCIATES

(1) Types for long-term equity investments

Type	As at 31 December 2015	As at 31 December 2014
Investments in associates – under equity method	171,574	209,326
Less: provision for impairment for investments in associate	25,621	25,621
Total	145,953	183,705

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

(2) Investments in associates

Investee	Changes in the current year									Balance of	
	Balance as at 1 January 2015	Additional investment	Decrease in investment	Investment gain or loss recognized under equity methods	Other comprehensive income adjustment	Changes in other equity	Declaration of cash dividend or profit	Provision for impairment	Others	Balance as at 31 December 2015	Balance of impairment provision as at 31 December 2015
1. Associates											
Beijing Leisure Trend Advertising Company Limited ("Leisure Trend")	-	-	-	-	-	-	-	-	-	-	-
Beijing Beiqing Shengda Automobile Service Company Limited ("Beiqing Shengda")	-	-	-	-	-	-	-	-	-	-	-
Beijing Beisheng United Insurance Agency Co. Limited ("Beisheng United")	52	-	-	315	-	-	-	-	-	367	-
BY Time Consulting Co., Ltd. ("BY Time")	371	-	-	(274)	-	-	-	-	-	97	-
Beiqing Transmedia Co. Limited ("BOTM")	168,268	-	-	(24,961)	-	-	-	-	-	143,307	25,621
Beijing Beiqing Top Advertising Limited ("Beiqing Top")	11,115	-	-	(11,115)	-	-	-	-	-	-	-
Hebei Jujingcai E-commerce Company Limited ("Jujingcai")	2,318	-	-	(2,318)	-	-	-	-	-	-	-
Beijing Lingshi Technology Ltd. (北京零拾科技有限公司)	-	2,000	-	(821)	-	-	-	-	-	1,179	-
Chongqing Soyang Internet Technology Co., Ltd. ("Chongqing Soyang")	1,581	-	-	(578)	-	-	-	-	-	1,003	-
Total	183,705	2,000	-	(39,752)	-	-	-	-	-	145,953	25,621
Item	As at 31 December 2015									As at 31 December 2014	
Unlisted investments, at cost	192,532									190,532	
Share of post-acquisition profit	(21,283)									18,469	
Share of capital reserves of associates	325									325	
Total	171,574									209,326	

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

14. INVESTMENT PROPERTIES

(1) Investment properties measured at fair value

Item	Fair value as at 1 January 2015	Increase during the year		Decrease during the year		Fair value as at 31 December 2015
		Purchase	Gains or loss arising from changes in fair values	Disposal	Change into owner- occupied property	
Cost	29,784	4,208	—			33,992
Buildings	29,784	4,208	—			33,992
Changes in fair value	23,375	—	(901)			22,474
Buildings	23,375	—	(901)			22,474
Carrying value	53,159	4,208	(901)			56,466
Buildings	53,159	4,208	(901)			56,466

The fair value of the Group's investment properties as at 31 December 2015 have been arrived at by reference to recent market prices for similar properties in the same locations and conditions.

As at 31 December 2015, the carrying values of the investment properties for which the Group had not been granted formal title amounted to approximately RMB11,270 thousand (2014: RMB7,246 thousand). In the opinion of the directors of the Company, the absence of formal title to these properties does not impair the value of the relevant properties to the Group. The directors of the Company also believe that formal title to these properties will be granted to the Group in due course.

During the year, the rental income generated from investment properties is RMB2,766 thousand (2014: RMB2,402 thousand).

(Amounts expressed in thousands of RMB unless otherwise stated in the notes to the financial statements)

(2) Investment properties are analyzed by the place where it locates and years of period as follows:

Item	Fair value as at 31 December 2015	Fair value as at 1 January 2015
Located inside of PRC		
Medium term (10-50 years)	47,157	44,460
Located outside of PRC		
Long term (over 50 years)	9,309	8,699
Total	56,466	53,159

(3) Investment properties are detailed as follows:

No.	Address	Usage
1	502-D-0201, Yuelianghe Chengbaogongyu, Xinwahdajie, Tongzhou District, Beijing.	Residential
2	502-C-0601, Yuelianghe Chengbaogongyu, Xinwahdajie, Tongzhou District, Beijing.	Residential
3	502-C-0301, Yuelianghe Chengbaogongyu, Xinwahdajie, Tongzhou District, Beijing.	Residential
4	201 No.1 Zhuoda Scotlanc City84. Jinhai Road Weihai nanhaixinqu	Residential
5	301 No.1 Zhuoda Scotlanc City84. Jinhai Road Weihai nanhaixinqu	Residential
6	402 No.1 Zhuoda Scotlanc City84. Jinhai Road Weihai nanhaixinqu	Residential
7	501 No.1 Zhuoda Scotlanc City84. Jinhai Road Weihai nanhaixinqu	Residential
8	103 No.2 Zhuoda Scotlanc City84. Jinhai Road Weihai nanhaixinqu	Residential
9	No. 9, Section A, No.1 Floor, Jinyufenglinzhou, Office No.265 Yaojiayuanxikou, Chaoyang District, Beijing.	Office
10	No. 3, Section A, No.1 Floor, Jinyufenglinzhou, Office No.265 Yaojiayuanxikou, Chaoyang District, Beijing.	Office
11	No. 12, Section A, No.1 Floor, Jinyufenglinzhou, Office No.265 Yaojiayuanxikou, Chaoyang District, Beijing.	Office
12	C1501, No.5 Huizhong Road, Chaoyang District, Beijing.	Office
13	C1502, No.5 Huizhong Road, Chaoyang District, Beijing.	Office
14	C1503, No.5 Huizhong Road, Chaoyang District, Beijing.	Office
15	C1505, No.5 Huizhong Road, Chaoyang District, Beijing.	Office
16	C1506, No.5 Huizhong Road, Chaoyang District, Beijing.	Office
17	14612 Nevada CT Fontana, CA 92336 USA	Residential
18	Victoria Woods @ Providence, Block 0036, 2329 Victoria Dr Davenport FL 33837 USA	Residential
19	Champions Gate 50, Block H162, Champions Gate FL 33896 USA	Residential

15. OTHER NON-CURRENT ASSETS

Item	As at 31 December 2015	As at 31 December 2014
Entrustment loan (<i>Note 1</i>)	3,000	3,000
Film project prepaid expenses (<i>Note 2</i>)	56,090	11,816
Total	59,090	14,816

Note 1: As at 31 December 2015, the Company provided an entrusted loan in aggregate of RMB3,000 thousand to Chongqing Youth Industrial Co., Ltd. on 29 December 2013 via bank for a term of three years and carry fixed interest rates of 6.15% per annum.

Note 2: Film project prepaid expenses related to the Company's participation in film and television production of "Oriental King of Soccer" (《東方球王》), "38th Parallel" (《生死三八線》) and "Heart of Ice" (《破冰》). The settlement period of the project exceeds one year. The Company entered into agreements with Daqianmen (Beijing) Media Co. Ltd., pursuant to which the Company participated in the production of TV series "Oriental King of Soccer"; with Beijing Jiaren Culture Media Co., Ltd., pursuant to which the Company involved in production of TV series "38th Parallel"; and with Beijing Forest Movies Culture Media Co., Ltd., pursuant to which the Company involved in production of TV series "Heart of Ice". As at 31 December 2015, the balances of prepaid expenses related to the remaining television projects "Oriental King of Soccer", "38th Parallel", and "Heart of Ice" are RMB21,600 thousand, RMB30,000 thousand, and RMB4,490 thousand respectively.

16. ACCOUNTS PAYABLE

The following is an aging analysis of accounts payable as at 31 December 2015 presented based on the invoice date:

Item	As at 31 December 2015	As at 31 December 2014
0-90 days	11,849	29,059
91-180 days	17,212	13,874
181-365 days	4,061	27,674
Over one year	42,211	37,114
Total	75,333	107,721

The average credit term for purchases of goods is from 30 to 90 days. The Group has financial risk management policies in place to ensure that all payables are settled within the credit time frame.

17. Other payables

Item	As at 31 December 2015	As at 31 December 2014
Other payables	67,077	26,998
Total	67,077	26,998

As at 31 December 2015, there were no foreign currency-denominated payables in other payables (2014: nil).

18. Long-term loans

(1) Borrowings classification

Type	As at 31 December 2015	As at 31 December 2014
Bank loans – secured	12,000	19,500
Less: Borrowings due within one year	6,500	7,500
Total	5,500	12,000

On 26 June 2014, the Company's subsidiary – Beiqing Outdoor, had entered a pledged loan agreement with Bank of Communications, Beijing Dongdan Branch for financing RMB19,500 thousand to settle Beiqing Outdoor's royalty fee of advertising facilities, and which the loan is repayable within 36 months (26 June 2014 to 23 June 2017), interest bearing on 3 year's Benchmark Loan Interest Rates of Financial Institutions plus 20%, and secured by the investment properties held by Beiqing Outdoor.

(2) Maturity analysis for long-term loans

Item	As at 31 December 2015	As at 31 December 2014
1 to 2 years	5,500	6,500
2 to 5 years	–	5,500
Total	5,500	12,000

19. Undistributed profits

Item	For the year ended 31 December 2015	
	Amount	Appropriation (%)
Balance as at 31 December 2014	65,701	
Add: Adjustment for beginning balance of retained earnings	—	
Balance as at 1 January 2015	65,701	
Add: Net profit attributable to shareholders of Company for Current Year	(45,372)	
Less: Provision of statutory surplus reserves	—	10
Provision of discretionary surplus reserves	—	
Provision of general risk reserves	—	
Ordinary share dividend payable	19,731	
Capitalized ordinary share dividend	—	
Balance as at 31 December 2015	598	

As at 31 December 2015, the Group's undistributed profits attributable to the Shareholders of the Company included a surplus reserve of RMB2,345 thousand (2014: RMB25,882 thousand) from the subsidiaries.

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW OF THE GROUP

The Group is principally engaged in three core businesses: (1) advertising sales, which contributed the majority of the turnover of the Group; (2) printing, the turnover of which includes the revenue of the printing of publications arranged by BYD Logistics; and (3) trading of print-related materials, which involves the supply and trading of, among other things, newsprint, ink, lubricants, films, PS boards and rubber sheets to customers including commercial printers.

Total operating revenue of the Group for 2015 was RMB509,257 thousand (2014: RMB680,769 thousand), representing a decrease of 25.19% as compared with 2014. Net loss attributable to shareholders of the Company for 2015 was RMB45,372 thousand (net profit attributable to shareholders of the Company for 2014: RMB10,506 thousand).

In 2015, macroeconomic condition continued with down trend, mainly due to the following reasons:

1. The results of certain subsidiaries and associated companies declined, which caused larger adverse effect on the Group's overall result.

Firstly, certain newly established subsidiaries of the Group were still in rearing period with large investment and rapid expansion and recorded comparatively substantial loss. Among those companies, Beijing Community Media affected the Group's result to the greatest extent. Beijing Community Media was established in 2013. Given the comparatively substantial investment amount, it created a comparatively significant adverse effect on the Group's overall results in 2015. Currently, Beijing Community Media keeps sound development momentum and institutional investors remain a positive view on its future. Half year after the capital contribution of RMB30,000 thousand by Hangzhou Xipan Investment Consulting Co., Ltd. under Alibaba Group in May 2015, in October 2015, four institutional investors, namely Shanghai Xingjing Investment Centre (Limited Partnership), Donghai Ruijing Asset Management (Shanghai) Co., Ltd., Teyin Nantong Equity Fund Management Centre (Limited Partnership) and Ningbo Xiangyun Shuangxin No.1 Investment Partnership (Limited Partnership), showed their interest in Beijing Community Media, by making capital contribution of RMB56,000 thousand to Beijing Community Media at the valuation price of RMB458,299.8 thousand, representing an increase of 282.55% as compared to half year ago when the previous capital contribution were made. Considering the year-to-date operation in 2016, it is expected that Beijing Community Media will achieve a balanced result or record slight surplus by the end of 2016. Meanwhile, Beijing Community Media has been actively preparing further capital operation. With the improving operation of Beijing Community Media, it is expected to deliver positive contribution to the Group in coming years and help the Group to record a sound overall results.

Secondly, given the changes in economic condition, associated companies which the Group invested in the past recorded comparatively substantial loss, resulting to an adverse effect on the Group's performance. BQTM was established in 2010 and generated considerable profit for the Group in the first few years since its establishment. Due to the changes in operation condition, BQTM recorded significant loss and became a burden of the Group's result. Up to now, the Board has approved to dispose of 36.12% equity interests in BQTM through public bidding process on China Beijing Equity Exchange for a consideration of RMB168,000 thousand. At present, at least one company has made application to China Beijing Equity Exchange for acquiring such equity interest in BQTM. It is expected that such transaction, which is carried out due to the market change, will optimize our general business structure and allow us to recover the investment in cash while minimizing or eliminating the adverse factors in the Group's result.

2. The decrease in advertising income of the Group was mainly due to 1) the downturn of macro-economy; 2) the increasingly competitive condition in media industry; and 3) the impact of emerging media.

Under the effect coming from the constantly launched positive macroeconomic control policies, in early 2016, the overall macroeconomic condition was recovered to some extent, and is likely to bring a positive effect on the Group's advertising income. Meanwhile, the effect of Group's strategic movement of incorporating emerging business in 2015 will be seen in early 2016. It is expected that incorporating emerging business will enlarge the Group's customer base and facilitate a rapid growth in the business of the Group.

The Group focuses on overall layout of its business structure outline and strive to realize the following three changes in operation structure and development:

- 1) increasing the Group's income through incorporating emerging businesses;
- 2) increasing newly established subsidiaries' contribution to the Group's profit growth in future through improving the gross profit margin of such subsidiaries;
- 3) reducing the continuous adverse effect on the Group's result from associated companies through optimizing business structure and stripping off such companies.

Advertisement Business

During 2015, revenue from advertising business of the Group was RMB249,181 thousand (corresponding period of 2014: RMB360,187 thousand), representing a decrease of 30.82% as compared with the corresponding period of 2014.

In 2015, to adapt to the change in economic condition, following the market trend of “Internet Plus” and emerging media development, based on the three major platforms, namely the community O2O platform of “OK Home APP”, WeChat matrix platform and super planning platform, the Company integrated various resources in the sports business, culture business and education business, focused on big data, broadened customer base and inspired customer loyalty so as to achieve a diversified operation structure and create more profit for shareholders.

“OK Home” APP is a mobile software for community life service developed by Beijing Community Media, which is based on the client-end device and tied to physical stores. The APP provides various services and functions closely adheres to community residents, including release of property information, express delivery, housekeeping, commercial supermarket, and promotion news near the neighborhood. Connecting with 29 community papers across the districts in Beijing, and 112 community relay stations which covers 60 life cycles in Beijing and serves 5 million residents, “OK Home” APP successfully became a mobile-end O2O community living information and services platform. As at the end of 2015, the number of registered users of the platform reached 1 million, covering over 3,800 mainstream high-and-middle-end communities. At present, the number of registered users of the platform is continuously increasing. The Company integrated the contents of Beijing Youth Daily with the community resources of “OK Home” APP to provide an all-round advertising solution to our customers by establishing a precise promotion and advertising platform, which has received positive feedback from the market and created satisfactory economic benefit.

WeChat Matrix Platform is a comprehensive promotion platform comprising more than 20 official WeChat public accounts of BYDA Group, topics of which ranging from current affairs and politics, education, finance, sports and culture. WeChat Matrix Platform is popular by virtue of its superb brand recognition and fans retention. To satisfy customers’ demand for advertising, the Company cooperated with WeChat Matrix. With the strong influence and creditability of the public accounts of BYDA Group, the Group designs an all-round marketing solution for the customers and explores marketing channels in emerging media.

Super planning platform, based on our extensive experience in traditional media, is a smart and all-round advertising solution platform built by the Company which combines with emerging media and enjoys the advantages from resources consolidation and creative plan.

The advertising business in real estate sector was still the leading advertising business of the Company. In 2015, advertising business in real estate sector continued to depress and the Company recorded a lower advertising income from real estate sector as compared with the corresponding period of last year. However, at the end of 2015 and in early 2016, the government launched a series of policy to stimulate the real estate industry, including taxation adjustment. As of 31 March 2016, Beijing real estate market has been showing a rapid growing momentum. Given the current policy favorable for real estate industry and the strong actual market demand, it is expected that the advertising income from real estate sector is likely to grow to a certain extent.

The automobile advertisement was the focus of the Company's advertisement business. As government policy to limit new vehicle registrations through a lottery system was implemented in Beijing, the annual sales volume of automobile in Beijing kept flat and the growth of automobile advertisement was limited. Since the central government is actively promoting the development of electronic vehicles, advertisement for electronic vehicles will be a new growing point for the Company's automobile advertisement business. On one hand, the Company reaches the end users through three major platform; and aggressively commences close cooperation with electronic vehicles manufacturers on the other. The Company will deeply explore the potential in electronic vehicles advertisement business to fight for a better result.

Film and television business

In 2015, the Company continued to explore investment in films and television and diversified the structure of the films and television products it invested and its business objectives in order to meet the requirements of the latest industry policies and the needs of mainstream media and audience. Riding on its successful investment in the TV series "The Story of Zheng Yang Gate" (《正陽門下》) and "All Quiet in Peking" (《北平無戰事》), and the film "Silent Witness" (《全民目擊》) and as approved by the Board on 31 March 2015, the Company co-invested on the production of the TV series, namely "38th Parallel" (《三八線》) (the first TV series in the PRC based on the background of Korean civil war) with Beijing Jiaren Culture Media Co., Ltd., and the development of script of the TV series, namely "Break the Ice" (《破冰》) (the storyline of which is about anti-corruption). The above new developments are expected to bring relative sound income in the future.

RESULTS OF SUBSIDIARIES AND ASSOCIATES OF THE GROUP

Beiqing CéCi is a 84.69%-owned subsidiary of the Company. In 2015, the revenue of Beiqing CéCi is RMB35,282 thousand, representing an increase of 7.91% as compared with that of corresponding period last year. Beiqing CéCi focused on the agency of advertising business in CéCi (《茜茜姐妹 CéCi》) magazine, a premium women's magazine for fashion mavens distributed across major cities of China including Hong Kong. CéCi magazine is the first Korean-style trendy magazine introduced into the PRC. Its lively writing and easy-going style give the best annotation to the orient trendy life of Chinese professional women with its advocacy of a modern culture combining innovation and pragmatism in Asia. Through the past seven years' operation, CéCi is a favourite magazine of urban white-collar women with a sound record in sales since its launching. Starting from November 2014, Beiqing CéCi, as joint organizer, carried out the AIDS prevention propaganda educational event "I am the leader of my youth-Red Ribbon Campus Health Ambassador" (「美好青春我做主—紅絲帶健康大使青春校園行」) with 16 universities in 14 provinces nationwide, and arranged series of activities successively in seven higher educational institutes such as Peiking University, Nankai University, Zhejiang University, Fudan University, Sichuan University during the first half of 2015, which attracted over ten thousand university students to participate. Red Ribbon Campus Health Ambassadors such as Lang Lang, Pu Cunxin, Bai Yansong, Xu Wei and Zheng Jie and other popular celebrities in the entertainment and sports circle participated in the activities; at the World AIDS Day & Red Ribbon Campus Health Ambassador held at Tsinghua University on 26 November 2015, Professor Peng Liyuan, goodwill ambassador of World Health Organization on AIDS/tuberculosis prevention and treatment and AIDS prevention advocator of the National Health and Family Planning Commission, and some other

government officials were invited to attend the activity. A series of public welfare activities successfully established a healthy and progressive public image of CéCi magazine among the Chinese new generation of youth, and effectively enhanced the brand influence of the Company. In 2016, Beijing CéCi will strive to offer three dimensional on-site promotion services to clients through new marketing initiatives, in order to cope with the increasingly fierce market competition and effectively increase revenue.

Beiqing Outdoor is a wholly-owned subsidiary of the Company which principally engages in operation of urban outdoor single column billboards. In the first half of 2015, Beiqing Outdoor obtained a more than two-years operation right once again on a single column billboard located Jingmi Road in Beijing as its agency, and sold out the advertisement thereon rapidly thereafter; in the second half of 2015, it independently participated in government bidding and won the bid for a three-year operation right on two single column billboards located at Jinyuan Bridge, West 5th Ring Road, Beijing. At present, the Company and Beiqing Outdoor kept a leading position in the industry in retaining the number of single column billboards in the bidding market of Beijing urban area. Beiqing Outdoor operates a total of 22 single column billboards in advantageous locations in sections such as West 4th Ring Road, East 5th Ring Road and West 5th Ring Road in Beijing, Jingmi Road, Beijing-Kaifeng Highway and Beijing-Harbin Freeway etc..

Beiqing Community Media is a 54.37%-owned subsidiary of the Company. In 2015, Beiqing Community Media recorded revenue of RMB38,709 thousand, representing an increase of 247.54% compared with that of the corresponding period of last year. Beiqing Community Media is dedicated to developing the largest comprehensive community service platform integrating online and offline resources in the PRC. At present, Beiqing Community Media has 29 community papers of Beiqing Community Daily, 29 WeChat public accounts, an “OK Home” APP, and 112 community relay stations. Relying on the advantages provided by government, Beiqing Community Daily entered into various communities. Major business areas and popular places were of first priority. Through interaction between newspapers and WeChat, APP and other emerging media, particularly the interactive offline activities conducted in specific areas, the cohesion of community users was enhanced and solid foundation for Big Data marketing was laid.

In May 2015, Hangzhou Xipan Investment Consulting Co., Ltd. under Alibaba Group made a contribution of RMB30,000 thousands in cash to Beiqing Community Media. In October 2015, Shanghai Xingjing Investment Centre (Limited Partnership), Donghai Ruijing Asset Management (Shanghai) Co., Ltd., Teyin Nantong Equity Fund Management Centre (Limited Partnership) and Ningbo Xiangyun Shuangxin No.1 Investment Partnership (Limited Partnership) made capital contribution of RMB56,000 thousand in cash into Beiqing Community Media. Recently, Beiqing Community Media conducted a joint-stock reform to become a joint-stock company. The reform was completed in March 2016, and it was renamed to Beiqing Community Media Technology (Beijing) Co., Ltd. (北青社區傳媒科技(北京)股份有限公司). At present, Beiqing Community Media is actively preparing for further capital operation.

In 2015, Beiqing Community Media produced 29 community papers of Beiqing Community Daily for Fangzhuang and other areas in urban Beijing, and set up their own as secondary news agencies. The total publication amount was approximately 1.45 million copies for each issue which covered near 5 million readers. With 112 relay stations opened correspondingly, 5 million residents from 1,500 communities in 60 life circles in Beijing were covered, and the followers of WeChat platform exceeds 0.7 million. On 18 March 2015, Beiqing Community Media officially released the mobile client terminal “OK Home” APP, built a comprehensive service platform for entering into the O2O for all Beijing communities. After the platform was launched online, large-scale community events which were monthly launched such as the “Nationwide Country-side Photo Competition”, “China-Super Football Game Kid Contest”, “Beijing Community Football Joint Competition”, “Beijing Cute Kid and Baby Contest”, “Beijing Children Drawing Contest”, and the “Second Beijing Plaza Dance Competition” drew great attention and participation from the public, and were recognized by the advertising customers. As at 31 December 2015, the number of registered users of the platform reached 1 million, covering over 3,800 mainstream high-and-middle-end communities. At present, the number of registered users of the platform is continuously increasing.

In 2015, Beiqing Community Media developed a community O2O business model with “one platform + multiple vertical pillars”, expanded presence into seven major industries and established three vertical pillars being community sports, community finance and community tourism in order to achieve more profit through diversified industry integration. In November 2015, Beiqing Community Media entered into a cooperation agreement with Beijing Caesar International Travel Service Co., Ltd. (北京凱撒國際旅行社有限責任公司) in relation to provide targeted tourism business at relay stations, to build an integrated community tourism service platform and provide community residents with tourism products and value-added services, which has generated positive results.

The Company firmly believes that with the contribution to Beiqing Community Daily, the continuous accumulation of resources both online and offline, and sound capital operation, Beiqing Community Media will obtain a large market share in the classified channel of print media, and it is expected to achieve a balanced result or record a slight surplus by the end of 2016 and become another important profit growth point of the Group.

LEP Media is a wholly-owned subsidiary of the Company. In 2013, LEP Media, as a limited partner, formed Beijing Runxin Dingtai Investment Centre (Limited Partnership) (the “**Fund**”). In 2015, the first online game project invested by the Fund brought a 8.97 times return to the investors through the backdoor listing of its target company – Beijing Tianshenhudong Technology Co., Ltd. (北京天神互動科技有限公司). In 2015, the amount of return recovered from the project was RMB33,490 thousand among which the cash dividend was RMB30,490 thousand. Besides, the Fund is actively promoting its exit from remaining investment projects by ways of listing, backdoor listing or acquisition by other listed companies etc., and higher investment return is expected to be realised.

Qingyou Information is a wholly-owned subsidiary of the Company. In order to explore emerging media business segment, the Company fully invested RMB30,000 thousand in the operation of the website game platform “Qingyou online”. In 2015, the number of registered users of the platform reached 2,700,000 and the number of web games distributed on the platform increased to 29, including 11 popular jointly-operated web games such as Battle Online (《百戰天下》). Since July 2015, it independently distributed

two games with nearly 100,000 registered users. In addition, Qingyou Information partnered with Baidu's game department and two games were successfully launched on Baidu's open platform and started generating revenue. Furthermore, Qingyou Information introduced mobile-end games and plans to conduct mobile game distribution business. In 2015, Qingyou Information established its own mobile internet advertising technology platform, became a Class II advertiser of Tencent's mobile internet advertising alliance in June 2015, and officially commenced its mobile internet advertising business. With its strong growth momentum, it is expected to become a new growth driver of the Group.

Beiqing Long Teng is a 51%-owned subsidiary of the Company. In 2015, Beiqing Long Teng actively participated in investment in TV and films area, with total investment amount of RMB20,000 thousand, and conducted strategic cooperation with Itouzi, an Internet finance company, in relation to investment in TV and films area. In 2016, Beiqing Long Teng will continue to focus on the TV and films area and give priority to investment management, financial advisory and value-added service business. Beiqing Long Teng, which was under the rearing period, is consolidating its foundation, expanding business and building its unique investment brand in the culture market in order to realize profits as soon as possible.

Chongqing Media, a 60%-owned subsidiary of the Company recorded operating income of RMB13,814 thousand, representing an increase of 61.10% as compared with that of the corresponding period of last year. Chongqing Media runs Chongqing Youth Daily (《重慶青年報》) which takes contents as its basis, and insists on in-depth and boutique news reports with relatively positive transmission effects. The current publication amount is over 80,000. In 2015, Chongqing Media strongly promoted the integration and transformation of media. The number of the followers of the official WeChat public account of Chongqing Youth Daily exceeded 650,000, ranking among top 500 of new media index in the PRC at No. 344. It was ranked among top 20 in the national wide media ranking list for a long period of time, and a steady ranking of No.1 in terms of all the indicators in Chongqing region. In the meanwhile, its new media advertising business recorded rapid growth, leading to stable performance of print media. Chongqing Media is currently striving to reduce the rearing period in order to realize profits as soon as possible.

BYD Logistics is a 92.84%-owned subsidiary of the Company. In 2015, BYD Logistics actively expanded its product offering and seized market opportunity to realize transformation. It has become the largest distributor of new products coldset magazine paper, super matte paper in the PRC, which has effectively expanded its size of procurement and maintained its low-cost and selling price advantages.

BQTM, an associate company owned as to 36.12% by the Company. BQTM is dedicated to operating the large LED screen media network in several domestic airports led by the Capital Airport. From 2014, since the Capital Airport developed various advertising spots in different forms around the original large LED screen operated by BQTM, the advertising income from large LED screen received by BQTM was adversely affected, which led to a fall in results and difficulties in operation. In March 2016, following the approval by the Board, 36.12% equity interests in BQTM held by the Company was put up for disposal through public bidding process on China Beijing Equity Exchange by the Group for a consideration of RMB168,000 thousand. Up till now, at least one company has made application to

China Beijing Equity Exchange for acquiring such equity interests in BQTM. It is expected that such transaction, which is carried out due to the market change, will optimize our general business structure and allow us to recover the investment in cash while minimizing or eliminating the adverse factors in the Group's result.

Hebei Jujingcai E-commerce Company Limited ("Jujingcai") is an associate company owned as to 44.50% by the Company. Jujingcai officially started the operation of the second e-commerce platform of "MINI Snack" in March 2015. In November 2015, Jujingcai (with capital contribution using the assets of "MINI Snack" and holding 20% equity interest), an angel investment fund (with capital contribution of RMB10,000 thousand in cash and holding 60% equity interest) and the Company (with capital contribution of RMB2,000 thousand in cash and holding 20% equity interest) jointly established Beijing Lingshi Technology Co., Ltd. (北京零拾科技有限公司) to independently operate "MINI Snack". At present, "MINI Snack" has established three distribution channels of PC client, mobile client and Baidu Waimai and three express delivery warehouses, covering a number of core areas with a concentration of offices including Beijing CBD, Chaoyangmen, Jianguomen, Yizhuang and Zhongguancun. It is expected that in 2016 "MINI Snack" will establish more warehouses to realize full coverage of major areas with a concentration of offices and actively expand to suitable major cities in the PRC and shorten the rearing period.

PROSPECTS AND FUTURE PLANS

In 2016, the Company will continue the two strategies of maintaining the traditional businesses and exploring emerging businesses. On the basis of consolidating internal resources of the Group, the Company will adequately improve the diversification business model, enrich the product mix, actively expand the emerging media and advertisement marketing mix services, community newspaper operation and life services, web game platform, outdoor advertising and film production etc.. The Company will not only provide the clients with multi-media marketing promotion mix with internal resources of the Group, but will also design and provide the marketing mix with media resources out of the Group which has different communication channels, and provide extended services of the industry chain, so as to bring more revenue to the Company.

In 2016, the Company will actively promote the operation of Beiqing Community Daily, and facilitate new expansion of business scope through capital operation. Beiqing Community Media conducted a joint-stock reform to become a joint-stock company which was completed in March 2016, and it was renamed to Beiqing Community Media Technology (Beijing) Co., Ltd. (北青社區傳媒科技(北京)股份有限公司). At present, Beiqing Community Media is actively preparing for further capital operation.

In 2016, the Company will strive to explore emerging media business segment. Relying on the media advantage and influence of the Group, Qingyou Information will expand the network advertising projects on the platform while operating web game platform "Qingyou online" to create a new profit growth point on the basis of over 2.7 million users. In addition, Qingyou Information established its own mobile game department which has entered into game test phase in the second half of 2015. In 2016, it will strive to cooperate with reputable mobile game developers in the PRC to carry out mobile game distribution business.

In 2016, the Company will continue to rely on Beiqing Outdoor to accelerate the development of outdoor advertisement business. Beiqing Outdoor will participate in the public tender of single column billboard for the year 2016 hosted by the Beijing Municipal Commission of City Administration and Environment to further increase the retain of single column billboards and enhance the market share.

In 2016, the Company will continue to expand the cultural industry market and invest in TV and films, focusing on its core business of investment in TV and films while exploring media and cultural resources to develop documentaries. In February 2016, the Company and Sichuan Bajun Union Entertainment Co., Ltd. jointly invested in the filming of TV series “Grain Field” (《天下糧田》), which is expected to generate positive results.

In 2016, while maintaining its existing core businesses, the Group intends to actively expand new businesses, cultivate new profit growth drivers, bolster its ongoing relationship with Beijing Youth Daily Agency, in order to promote the development of the business of the Group and stand out from its peers as a leading cross-media group in the PRC.

FINANCIAL POSITION AND OPERATIONAL RESULTS

1. Total Operating Revenue

Total operating revenue of the Group for 2015 was RMB509,257 thousand (2014: RMB680,769 thousand), representing a decrease of 25.19% as compared with 2014. Of which, revenue from advertising sales was RMB249,181 thousand (2014: RMB360,187 thousand), representing a decrease of 30.82% as compared with 2014; revenue from printing was RMB18,134 thousand (2014: RMB24,658 thousand), representing a decrease of 26.46% as compared with 2014; and revenue from trading of print-related materials was RMB199,343 thousand (2014: RMB260,567 thousand), representing a decrease of 23.50% as compared with 2014.

2. Operating Cost and Sales Tax and Surcharges

Operating cost of the Group for 2015 was RMB404,220 thousand (2014: RMB537,208 thousand), representing a decrease of 24.76% as compared with 2014. Of which, cost of advertising sales was RMB173,256 thousand (2014: RMB244,434 thousand), representing a decrease of 29.12% as compared with 2014; cost of printing was RMB17,518 thousand (2014: RMB24,258 thousand), representing a decrease of 27.78% as compared with 2014; and cost of trading of print-related materials was RMB186,807 thousand (2014: RMB242,518 thousand), representing a decrease of 22.97% as compared with 2014. Sales tax and surcharges was RMB7,448 thousand (2014: RMB11,649 thousand), representing a decrease of 36.06% as compared with 2014.

3. Gross Profit

Gross profit of the Group for 2015 was RMB105,037 thousand (2014: RMB143,561 thousand), representing a decrease of 26.83% as compared with 2014; gross profit margin of the Group for 2015 was 20.63% (2014:21.09%).

4. *Selling Expenses*

Selling Expenses of the Group for 2015 was RMB72,396 thousand (2014: RMB38,511 thousand), representing an increase of 87.99% as compared with 2014.

5. *Administrative Expenses*

Administrative expenses of the Group for 2015 was RMB58,574 thousand (2014: RMB63,582 thousand), representing a decrease of 7.88% as compared with 2014.

6. *Financial Expenses*

Financial expenses of the Group for 2015 was RMB-2,287 thousand (2014: RMB-9,831 thousand), representing a decrease of 76.74% in absolute value as compared with 2014. Of which, interest income was RMB7,491 thousand (2014: RMB11,566 thousand), representing a decrease of 35.23% as compared with 2014; and foreign exchange loss was RMB232 thousand (foreign exchange loss for 2014: RMB67 thousand), representing a increase of 246.27% as compared with 2014.

7. *Share of loss of Associates*

Share of profit of associates of the Group for 2015 was RMB-39,752 thousand (2014: RMB-40,521 thousand), representing an increase of 1.90% as compared with 2014.

8. *Operating Loss*

Operating loss of the Group for 2015 was RMB-58,485 thousand (2014: RMB-51,337 thousand), representing a decrease of 13.92% as compared with 2014.

9. *Income Tax Expenses*

Income tax expenses of the Group for 2015 was RMB-3,257 thousand (2014: RMB711 thousand), representing a decrease of 558.09% in absolute value as compared with 2014. According to the “Notice on the Continual Implementation of Certain Taxation Policies relating to the Transformation of Operational Culture Entities into Enterprises in the Cultural Regime Reform issued by the Ministry of Finance, the State Administration of Taxation and the Central Publicity Department and forwarded by Beijing Municipal Finance Bureau, Beijing State Administration of Taxation, Beijing Local Taxation Bureau and the Publicity Department of the Beijing Committee of the Communist Party of China” (Jing Cai Shui [2014] No.2907) (《北京市財政局、北京市國家稅務局、北京市地方稅務局、中國共產黨北京市委員會宣傳部轉發財政部、國家稅務總局、中宣部關於繼續實施文化體制改革中經營性文化事業單位轉制為企業若干稅收政策的通知》(京財稅[2014]2907號)), the Company will continue to enjoy preferential enterprise income tax exemption during the period from 1 January 2014 to 31 December 2018.

10. Net (loss)/profit Attributable to Shareholders of the Company

Net loss of the Group for 2015 was RMB54,478 thousand (Net profit for 2014: RMB4,896 thousand). Of which, net loss attributable to shareholders of the Company was RMB45,372 thousand (Net profit attributable to shareholders for 2014: RMB10,506 thousand).

11. Final Dividend

The Board did not propose a final dividend (2014: RMB0.10 per share).

12. Net Current Assets

As at 31 December 2015, net current assets of the Group was RMB794,101 thousand (31 December 2014: RMB826,613 thousand). Current assets mainly comprised bank balances and cash of RMB349,953 thousand (31 December 2014: RMB366,321 thousand), accounts receivable of RMB409,792 thousand (31 December 2014: RMB410,679 thousand), prepayments of RMB59,869 thousand (31 December 2014: RMB103,651 thousand), interest receivable of RMB1,212 thousand (31 December 2014: RMB1,461 thousand), other receivables of RMB134,274 thousand (31 December 2014: RMB144,836 thousand), inventories of RMB35,963 thousand (31 December 2014: RMB54,768 thousand), non-current assets due within one year was RMB1,760 thousand (31 December 2014: RMB1,489 thousand), and other current assets was RMB23,040 thousand (31 December 2014: RMB11,000 thousand). Current liabilities mainly comprised notes payable of RMB35,114 thousand (31 December 2014: RMB81,545 thousand), accounts payable of RMB75,333 thousand (31 December 2014: RMB107,721 thousand), receipts in advance of RMB37,524 thousand (31 December 2014: RMB47,643 thousand), employee benefit payables of RMB6,776 thousand (31 December 2014: RMB7,416 thousand), interest payables of RMB25 thousand (31 December 2014: RMB40 thousand), tax payables of RMB-9,019 thousand (31 December 2014: RMB-16,418 thousand), other payables of RMB67,077 thousand (31 December 2014: RMB26,998 thousand), non-current liabilities due within one year was RMB6,500 thousand (31 December 2014: RMB7,500 thousand), and other current liabilities of RMB2,432 thousand (31 December 2014: RMB5,147 thousand).

FINANCIAL RESOURCES AND LIQUIDITY

As at 31 December 2015, current assets of the Group was RMB1,015,863 thousand (31 December 2014: RMB1,094,205 thousand), including bank balances and cash of RMB349,953 thousand (31 December 2014: RMB366,321 thousand) and non-current assets was RMB538,558 thousand (31 December 2014: RMB501,385 thousand).

As at 31 December 2015, current liabilities of the Group was RMB221,762 thousand (31 December 2014: RMB267,592 thousand) and non-current liabilities was RMB10,014 thousand (31 December 2014: RMB17,030 thousand).

As at 31 December 2015, shareholders' equity of the Group was RMB1,322,645 thousand (31 December 2014: RMB1,310,968 thousand).

GEARING RATIO

As at 31 December 2015, gearing ratio of the Group was 17.52% (31 December 2014: 21.71%)(the gearing ratio is derived from dividing the Group's total liabilities by its total equity).

BANK BORROWINGS, OVERDRAFTS AND OTHER BORROWINGS

As at 31 December 2015, bank loans of the Group was RMB12,000 thousand (31 December 2014: RMB19,500 thousand). The currency unit of cash and cash equivalent held by the Group was Renminbi.

FINANCING COST

Financing cost of the Group for 2015 was RMB2,617 thousand (2014: RMB836 thousand).

FIVE-YEAR RESULTS HIGHLIGHTS

	For the year ended 31 December				
	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>	2013 <i>RMB'000</i>	2012 <i>RMB'000</i>	2011 <i>RMB'000</i>
Total operating revenue	509,257	680,769	667,428	690,276	757,574
Net (loss)/profit	(54,478)	4,896	17,273	63,459	122,713
Net (loss)/profit attributable to shareholders of the Company	(45,372)	10,506	20,377	64,987	119,894
Earnings per share – basic and diluted (RMB)	(0.23)	0.05	0.10	0.33	0.61

	As at 31 December				
	2015 <i>RMB'000</i>	2014 <i>RMB'000</i>	2013 <i>RMB'000</i>	2012 <i>RMB'000</i>	2011 <i>RMB'000</i>
Total assets	1,554,421	1,595,590	1,612,519	1,685,825	1,667,463
Total liabilities	231,776	284,622	279,005	327,391	237,814
Total equity attributable to shareholders of the Company	1,265,345	1,281,732	1,302,238	1,341,054	1,397,115
Shareholders' equity per share as at the end of the year (RMB)	6.41	6.50	6.60	6.80	7.08

USE OF PROCEEDS FROM THE LISTING

The Company raised a total net proceeds of HK\$889,086 thousand from the initial global offering in 2004. The following table sets forth a breakdown of the proposed use of proceeds as disclosed in the prospectus and the revised use of proceeds in relevant announcements of the Company, and the actual use of proceeds as at 31 December 2015:

Proposed use of proceeds	Amounts proposed HK\$	Amounts used HK\$
Developing a number of topic-focused magazines on personal wealth management, lifestyle and cultural activities	Approximately 23.59 million	Approximately 23.59 million
Investing in and acquisition of other media business (including but not limited to traditional media and emerging media businesses) and related businesses (including but not limited to the additional investment in the existing businesses of the Group)	Approximately 545.4960 million	Approximately 545.4960 million
General working capital of the Group	Approximately 320.00 million	Approximately 320.00 million

As at 31 December 2015, the Company utilized the proceeds of HK\$136.4112 million, of which HK\$46.4112 million was used for investment in production of TV series, including ‘Waves’ (《巨浪》), ‘38th Parallel’ (《三八線》) and ‘Orient Diego’ (《東方球王》), and HK\$90 million was used for supplement of general working capital of the Group.

All of the proceeds were used up as at 31 December 2015.

In order to capture more business opportunities arising from emerging media businesses, the Company believes that it will seek for various financing arrangements to support business development when its business requires and condition is mature in the future.

SHARE STRUCTURE

	Number of shares	% of total share capital (%)
<p>Holders of Domestic Shares</p> <p>– BYDA</p> <p>– Beijing Zhijin Science and Technology Investment Co., Ltd.</p> <p>– China Telecommunication Broadcast Satellite Corp.</p> <p>– Beijing Development Area Ltd.</p> <p>– Sino Television Co., Ltd.</p>	<p>124,839,974</p> <p>7,367,000</p> <p>4,263,117</p> <p>2,986,109</p> <p>2,952,800</p>	<p>63.27%</p> <p>3.73%</p> <p>2.16%</p> <p>1.52%</p> <p>1.50%</p>
Domestic Shares (<i>subtotal</i>)	142,409,000	72.18%
H Shares in issue (<i>note</i>)	54,901,000	27.82%
Total share capital	197,310,000	100%

Note: Including 19,533,000 outstanding H Shares held by Mr. Jia Yueting and Leshi Internet Information & Technology Corp., Beijing, representing 35.58% of the total issued H shares of the Company, and 9.90% of the total share capital of the Company.

The Company became aware that, on 6 July 2015, Mr. Jia Yueting and Leshi Internet Information & Technology Corp., Beijing entered into a share transfer agreement with MIH Print Media Holdings Limited to purchase 19,533,000 H shares of the Company held by MIH Print Media Holdings Limited, representing 35.58% of the total issued H shares of the Company, and 9.90% of the total share capital of the Company.

CAPITAL EXPENDITURE

Capital expenditures, including expenditures on office equipment and intangible assets, of the Group for 2015 was RMB5,208 thousand (2014: RMB6,667 thousand). Capital expenditures of the Group for 2015 was mainly comprised of the expenditures consistent with business strategies.

CONTINGENT LIABILITIES AND PLEDGE OF ASSETS

As at 31 December 2015, the Group did not have any contingent liabilities, nor any plans relating to contingent liabilities.

As at 31 December 2014, Beiqing Outdoor, the subsidiary of the Company, has entered into a loan agreement with Beijing Dongdan Branch, Bank of Communications on 26 June 2014, pursuant to which, Beijing Dongdan Branch, Bank of Communications agreed to provide the loan of RMB19,500 thousand to Beiqing Outdoor for the payment of utilization of advertising facilities for a term not more than 36 months (26 June 2014 to 23 June 2017). Beiqing Outdoor shall pay the interest based on an interest rate equivalent to the 3-year-term benchmark interest rate at a premium of 20% and pledge the investment properties held by Beiqing Outdoor as the security.

MATERIAL INVESTMENTS

During the Reporting Period, the Group had no material investments.

MATERIAL ACQUISITION AND DISPOSAL OF ASSETS

During the Reporting Period, the Group had no material acquisition or disposal of assets.

FOREIGN EXCHANGE RISKS

Renminbi is the functional currency of the Company. The Company's operations conducted in the PRC are mainly settled in Renminbi. However, certain account payables are settled in foreign currency (mainly HKD). Therefore, the Company is exposed to fluctuations in foreign exchange rate to certain extent. Operating cash flow or liquidity of the Group is subject to very limited effect from exchange rate fluctuations.

ENVIRONMENTAL POLICIES AND PERFORMANCE

The Group has always upheld the philosophy of focusing on environment protection while developing economy. During its day-to-day operation, the Group strictly controls emissions and reasonably utilized resources in strict compliance with the relevant laws, regulations, standards and other local rules. It has formulated and implemented the relevant internal rules and strives to minimize its impacts on the ecological environment in terms of resource utilization. During the year ended 31 December 2015, the Group planned numerals of public benefit events relating to protection of natural environment. In the meantime, the Group is committed to maintaining and consolidating a healthy operation environment so that it can realize steady and orderly growth. The Group also tries its best to improve the working environment for its employees, advocates a philosophy of green office and production and strives to create a safe, healthy, satisfactory and protected working environment for all employees. During the year ended 31 December 2015, the Group placed advertisements in the theme of public welfare all the year round so as to promote the concept of environmental protection.

Compliance with Laws and Regulations

During the year, so far as the Directors were aware, there was no non-compliance with any relevant laws and regulations which would have a material impact on the Group.

Relationships with Employees, Suppliers and Customers

The Group endeavours to maintain sustainable development in the long term, continuously create value for its employees and customers, and fosters good relationships with its suppliers. The Group understands that employees are its valuable assets, and the realisation and enhancement of employees' values will facilitate the achievement of the Group's overall goals. For the year ended 31 December 2015, the Group held staff trainings, and organised the staff to enjoy arts performance and sporting events for several times. The Group also understands the importance of maintaining good relationships with its suppliers and customers to the overall development of the Group. The Group places emphasis on

supplier selection and encourages fair and open competition to foster long-term relationships with quality suppliers on the basis of mutual trust. The Group abides by the principles of honesty and trustworthiness and commits itself to consistently provide quality services to its customers. For the year ended 31 December 2015, there was no significant and material dispute between the Group and its suppliers and/or customers.

AUDIT COMMITTEE

The Company has set up the Audit Committee to review, supervise and adjust the financial reporting process and internal controls of the Group in accordance with the requirements of the Listing Rules. The Audit Committee comprises two independent non-executive Directors and one non-executive Director.

The Audit Committee and the management team of the Company have reviewed the accounting principles and practices adopted by the Group. In addition, the Audit Committee has discussed with the Directors on matters concerning the internal controls and financial reporting of the Company, including reviewing of the annual audited consolidated financial statements of the Group for the year ended 31 December 2015, without dissenting opinions.

CORPORATE GOVERNANCE

During the year ended 31 December 2015, the Company had fully complied with the code provisions of the Corporate Governance Code and Corporate Governance Report as set out in Appendix 14 to the Listing Rules.

COMPLIANCE WITH THE MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (“**Model Code**”) as set out in Appendix 10 to the Listing Rules and its amendments from time to time as its own code of conduct regarding securities transactions by the Directors and the Supervisors. Having made sufficient enquiries from all Directors and Supervisors, all Directors and Supervisors confirmed that they had complied with the required standards under the Model Code for the year ended 31 December 2015.

PURCHASE, SALE AND REDEMPTION OF THE LISTED SECURITIES OF THE COMPANY

For the year ended 31 December 2015, neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the listed securities of the Company.

FINAL DIVIDEND

The Board did not recommend the distribution of final dividend for the year ended 31 December 2015.

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed from Monday, 16 May 2016 to Wednesday, 15 June 2016 (both days inclusive), during which period no transfer of shares will be registered. In order to qualify for attending the annual general meeting and voting in the meeting, all transfer documents of the holders of H Shares of the Company must be lodged at our H share registrar at 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 Friday, 13 May 2016.

PUBLICATION OF THE RESULT ANNOUNCEMENT AND ANNUAL REPORT

This results announcement will be published on the Company's website (www.bjmedia.com.cn) and the website of Hong Kong Stock Exchange (www.hkex.com.hk). The 2015 annual report containing all the information required by the Listing Rules will be dispatched to the Shareholders and available on the aforesaid websites in due course.

By order of the Board
Zhang Yanping
Chairman

Beijing, the PRC, 31 March 2016

As at the date of this announcement, the Board comprises: the executive Directors, Zhang Yanping, Yu Haibo and He Xiaona, the non-executive Directors, Li Shiheng, Liu Han, Wu Peihua, Li Xiaobing, Wang Lin, Xu Xun and Liu Hong, and the independent non-executive Directors, Song Jianwu, Cui Baoguo, Wu Tak Lung, Cui Enqing and Chen Ji.

DEFINITIONS

“Audit Committee”	Audit Committee of the Board
“Beiqing CéCi”	Beiqing CéCi Advertising (Beijing) Limited, a subsidiary of the Company
“Beiqing Community Media”	Beiqing Community Media Technology (Beijing) Co., Ltd. (formerly known as Beiqing Community Cultural Media (Beijing) Company Limited), a subsidiary of the Company
“Beiqing Long Teng”	Beiqing Long Teng Investment Management (Beijing) Co., Limited, a subsidiary of the Company
“Beiqing Outdoor”	Beijing Beiqing Outdoor Advertisement Co., Ltd., a subsidiary of the Company
“Board”	The board of Directors
“BQTM”	Beiqing Transmedia Advertising Limited
“BYD Logistics”	BYD Logistics Company Limited, a subsidiary of the Company
“Chongqing Media”	Chongqing Youth Media Company Limited, a subsidiary of the Company
“Company” , “us” or “Beijing Media”	Beijing Media Corporation Limited, 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
“Director(s)”	The director(s) of the Company
“Domestic Shares”	The ordinary shares of RMB1.00 per share in the capital of the Company
“Group”	The Company and its subsidiaries
“H Shares”	The foreign shares listed overseas of RMB1.00 per share in the ordinary share capital of the Company
“HK\$” or “HKD”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	The Hong Kong Special Administrative Region of the PRC
“Hong Kong Stock Exchange”	The Stock Exchange of Hong Kong Limited

“LEP Media”	Legal Evening Post Media Company Limited, a subsidiary of the Company
“LEPA”	Legal Evening Post Agency, a subsidiary of the BYDA
“Listing Rules”	The Rules Governing the Listing of Securities on the Hong Kong Stock Exchange
“Parent” or “BYDA”	Beijing Youth Daily Agency, the controlling shareholder of the Company
“PRC” or “China”	The People’s Republic of China, excluding Hong Kong, Macau Special Administration Region and Taiwan
“Qingyou Information”	Beijing Qingyou Information Technology Co., Ltd., a subsidiary of the Company
“RMB”	Renminbi, the lawful currency of the PRC
“Shareholder(s)”	The shareholder(s) of the Company
“Supervisor(s)”	The supervisor(s) of the Company