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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 INSIDE INFORMATION

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

Reference is made to the announcement of the Company dated 5 August 2015 where it disclosed a litigation regarding the advertising contract dispute between the Company and Beijing Capital Airport Advertising Co., Ltd. (“**Capital Airport Advertising**”) (the “**Case**”). Taking into account that the operating cooperation between the two parties will be continued in the future, the Company and Capital Airport Advertising has reached a settlement arrangement (the “**Settlement Arrangement**”) after friendly negotiations, the details of which mainly include: a preliminary cooperation intent in respect of the adjustment of future operation structure has been reached by both parties, pursuant to which, the Company agrees to pay Capital Airport Advertising all the unpaid advertising fees payable to Capital Airport Advertising as of the end of 2015, Capital Airport Advertising agrees not to claim for damages against the Company and agrees to apply to the people's court of Shunyi District, Beijing (the “**Court**”) to withdraw the Case.

The Company has recently received a civil verdict (the “**Verdict**”) served by the Court, pursuant to which the Court has approved Capital Airport Advertising's application to withdraw the Case, and the fee for accepting the Case shall be paid by Capital Airport Advertising.

Pursuant to the cooperation agreement entered into between the Company and Beijing Transmedia Co., Ltd. (“**BQTM**”) (an associate of the Company in which the Company holds 36.12% of its shares), BQTM shall be the exclusive agent of the Company in relation to the LED media advertising operation project of the Terminal 3 of Beijing International Capital Airport. BQTM shall undertake all the expenses in respect of advertising facilities and related responsibilities, and pay contract deposit as well as advertising

agency fees and management fees to the Company. Accordingly, BQTM issued a letter of undertaking to the Company on 30 December 2015, pursuant to which, BQTM will undertake all the amount payable by the Company as agreed in the Settlement Arrangement. Therefore, the Company does not envisage that the Case and the Settlement Arrangement would have a material adverse impact on the business and operation of the Group. The Company will continue to follow the development of the events and will further timely announce relevant updates accordingly.

Investors are advised to pay attention to investment risks and exercise in caution when dealing in the shares of the Company.

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

Beijing, the PRC
30 December 2015

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

Please also refer to the published version of this announcement on the Company's website at www.bjmedia.com.cn.