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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)

CHANGE OF CHIEF FINANCIAL OFFICER PROPOSED CHANGE OF EMPLOYEE REPRESENTATIVE SUPERVISOR

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

- i. due to work adjustment, Mr. Peng Liang, the executive director, executive vice president and the chief financial officer of the Company, ceased to serve concurrently as the chief financial officer of the Company; Mr. Peng Liang will continue to serve as an executive director and executive vice president of the Company;
- ii. on 20 November 2017, the Board resolved to appoint Ms. Li Xin, the deputy chief financial officer of the Company, as the chief financial officer of the Company with immediate effect;
- iii. due to the above-mentioned change in duties, Ms. Li Xin ceased to serve concurrently as an employee representative supervisor of the Company on 20 November 2017; and
- iv. the supervisory committee of the Company (the “**Supervisory Committee**”) resolved to nominate Ms. Zhang Bo as an employee representative supervisor of the sixth session of the Supervisory Committee on 20 November 2017.

The appointment of Ms. Zhang Bo as an employee representative supervisor of the Company is subject to democratic election by the meeting of the employee representatives of the Company.

Biographical details of Ms. Zhang Bo

Ms. Zhang Bo, aged 37, is the manager of the Human Resources Department of the Company. Ms. Zhang graduated in 2005 from the Department of Sociology of Peking University majoring in Sociology. Joining Beijing Youth Daily Agency in July 2005, Ms. Zhang has served as a secretary and the chief secretary of the Secretarial Division of the Office and an assistant to the director of the Party Committee Office of Beijing Youth Daily Agency. Ms. Zhang joined the Company in December 2015 and serves as the manager of the Human Resources Department. Ms. Zhang also serves as the chairman and general manager of Beijing Youth Online Culture and Communication Co., Ltd., a subsidiary of the Company, since April 2017.

Save as disclosed above and as at the date of this announcement, Ms. Zhang Bo does not have any relationships with any directors, senior management, substantial or controlling shareholder(s) of the Company, nor does she hold any other positions in the Company or any of its subsidiaries, or any directorships in other listed companies in the last three years.

As at the date of this announcement, Ms. Zhang Bo 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).

Upon the election of Ms. Zhang Bo as an employee representative supervisor, the Company will enter into a service contract with her. The term of office of Ms. Zhang Bo as an employee representative supervisor of the Company will be from the date of election until the expiry of the term of office of the sixth session of the Supervisory Committee. Pursuant to the articles of association of the Company, Ms. Zhang Bo will be subject to retirement by rotation and re-election upon the expiry of her term of office.

Ms. Zhang Bo's remuneration package will be determined by the shareholders of the Company (the **"Shareholders"**) at a general meeting by taking into account, among other matters, her terms of reference, her duties and responsibilities in the Company.

Save as disclosed above, the Company is not aware of any other matters in relation to Ms. Zhang Bo's appointment as an employee representative supervisor that need to be brought to the attention of the Shareholders nor any information that is required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

Mr. Peng Liang confirmed that he has no disagreement with the Board and there is no matter relating to his ceasing to serve concurrently as the chief financial officer of the Company that needs to be brought to the attention of the shareholders and creditors of the Company. Ms. Li Xin confirmed that she has no disagreement with the Board and the supervisory committee of the Company and there is no matter relating to her ceasing to serve concurrently as an employee representative supervisor of the Company that needs to be brought to the attention of the shareholders and creditors of the Company.

The Board would like to express its sincere gratitude to Mr. Peng Liang for his contributions to the development of the Company during his term of office as the chief financial officer of the Company, and extend its warm welcome to Ms. Li Xin for her new appointment in the Company.

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

Beijing, the PRC
20 November 2017

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Yu Haibo, 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.