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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 PROPOSED CHANGE IN DIRECTORS

The Board hereby announces that:

- i. On 7 December 2015, the Board received the written resignation of Mr. Duan Gang. Due to adjustment of work arrangement, Mr. Duan Gang has conveyed to the Board his request to resign from the position as an executive director of the Company. The resignation takes effect immediately pursuant to the relevant provisions of the articles of association of the Company; and
- ii. Mr. Liu Hong was nominated as a non-executive director of the Company with effect from the date of approval by the shareholders of the Company at a general meeting of the Company and until the expiration of the term of the current session of the Board.

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

- i. On 7 December 2015, the Board received the written resignation of Mr. Duan Gang. Due to adjustment of work arrangement, Mr. Duan Gang has conveyed to the Board his request to resign from the position as an executive director of the Company. The resignation takes effect immediately pursuant to the relevant provisions of the articles of association of the Company; and
- ii. Mr. Liu Hong was nominated as a non-executive director of the Company with effect from the date of approval by the shareholders of the Company at a general meeting of the Company and until the expiration of the term of the current session of the Board.

Mr. Duan Gang has confirmed that he had neither disagreement nor unsettled issues with the Company and the Board and there were no other matters in relation to his resignation that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Duan Gang for his valuable contribution to the Company during his term of service.

Biographical Details of Mr. Liu Hong

Mr. Liu Hong, aged 42, is currently serving as the director and deputy general manager of Leshi Internet Information and Technology Corp., Beijing (300104.SZ) and the executive director of Coolpad Group Limited (02369.HK). Mr. Liu Hong served as a reporter in China Radio International from 1997 to 2004, served as the deputy general manager in Leshi Internet Information and Technology Corp., Beijing from 2004 to 2008, and served as the vice-chairman and deputy general manager of Leshi Internet Information and Technology Corp., Beijing from February 2009 to October 2015. Mr. Liu Hong graduated and obtained a Bachelor's Degree in Mechanical Manufacturing Technology and Equipment from Nanchang Institute of Aeronautical Technology in July 1995; graduated and obtained a Bachelor's Degree in Journalism from Beijing Broadcasting Institute in July 1997; and graduated and obtained a Master's degree in Law from the University of International Business and Economics in January 2003.

Save as disclosed above and as at the date of this announcement, Mr. Liu Hong has not held any directorship in other listed companies in the past three years.

As at the date of this announcement, Mr. Liu Hong has no relationship with any directors, senior management or substantial or controlling shareholder(s) of the Company.

As at the date of this announcement, Mr. Liu Hong does not have any interest in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Upon due appointment as a non-executive director of the Company, Mr. Liu Hong will enter into a service contract with the Company for a term commencing from the date of appointment and ending on the expiration of the term of the current session of the Board. Pursuant to the articles of association of the Company, Mr. Liu Hong will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Liu Hong's remuneration package will be determined by the remuneration committee of the Board as authorized by the shareholders of the Company at a general meeting of the Company by taking into account, among other matters, his terms of reference, his duties and responsibilities in the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to Mr. Liu Hong's appointment as a non-executive director of the Company that need to be brought to the attention of the shareholders of the Company 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.

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

Beijing, the PRC
7 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.