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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)

CONTINUING CONNECTED TRANSACTION SUPPLEMENTAL ADVERTISING AGENCY FRAMEWORK AGREEMENT

I. INTRODUCTION

Reference is made to the announcement of the Company dated 27 February 2013 regarding the Advertising Agency Framework Agreement (the “**Announcement**”). Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meaning as defined in the Announcement.

Pursuant to the Announcement, (i) LEPA shall authorize the Group to act as its advertising agent to sell advertising space in the Legal Evening Post; and (ii) the Company shall authorize LEPA to act as its advertising agent to sell advertising space in the Beijing Youth Daily.

The Board announced that on 2 December 2014, the Company entered into a supplemental advertising agency framework agreement (the “**Supplemental Advertising Agency Framework Agreement**”) with LEPA to expand the scope of continuing connected transactions contemplated under the Advertising Agency Framework Agreement.

II. SUPPLEMENTAL ADVERTISING AGENCY FRAMEWORK AGREEMENT

Date

2 December 2014

Parties

- (1) The Company
- (2) LEPA

Changes to the Terms of the Advertising Agency Framework Agreement

Pursuant to the Supplemental Advertising Agency Framework Agreement, (1) LEPA shall authorize the Group to act as the advertising agent of LEPA and its subsidiaries (the “**LEPA Group**”) to sell advertising space in the Legal Evening Post and other journals or media in the possession of or represented by the LEPA Group and to provide related services; (2) the Company shall authorize the LEPA Group to act as the advertising agent of the Group to sell advertising space in the Beijing Youth Daily and other journals or media in the possession of or represented by the Group and to provide related services.

Save as disclosed above, all the other terms of the Advertising Agency Framework Agreement remain effective and unchanged and the other information disclosed in the Announcement remain unchanged.

III. REASONS FOR ENTERING INTO THE SUPPLEMENTAL ADVERTISING AGENCY FRAMEWORK AGREEMENT

The Company is of the view that entering into the Supplemental Advertising Agency Framework Agreement will (i) provide wider advertising platform and offer richer services to the clients of the Company; (ii) facilitate the development of more clients by the Company; and (iii) generate higher return from the Company’s advertising agent and related services business as well as from the Company’s advertising business.

The Directors (including the independent non-executive Directors) are of the view that the terms of the Supplemental Advertising Agency Framework Agreement (i) have been negotiated on an arm’s length basis; (ii) have been conducted and will be conducted on normal commercial terms, or on terms no less favourable than those available from or to independent third parties under prevailing local market conditions; (iii) are entered into in the ordinary and usual course of business of the Group; and (iv) are fair and reasonable and in the interests of the Company and its Shareholders as a whole.

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

Beijing, the PRC
2 December 2014

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, Xu Xun and Li Yigeng, 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.