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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)**

### **PROPOSED CHANGE IN DIRECTORS**

#### **AND**

### **CHANGE IN SUPERVISORS**

The Board hereby announces that:

- i. Mr. Li Yigeng has resigned from his position as a non-executive director of the Company with effect from 31 March 2015, as he has been requested to devote more time to other businesses and projects assigned to him by his employer, and he is unable to continue his role as a director of the Company; and
- ii. Mr. Duan Gang was nominated as an executive director of the Company with effect from the date of approval by the shareholders of the Company at the AGM and until the expiration of the term of the current session of the Board.

The Board hereby announces the following change to the members of the Supervisory Committee that:

- i. Ms. Ma Chundan has resigned as an employee representative supervisor of the Company with effect from 31 March 2015 due to job transfer; and
- ii. Ms. Li Xin was elected as an employee representative supervisor of the Fifth Session of the Supervisory Committee at the meeting of the employee representatives of the Company held on 31 March 2015, with the term from 31 March 2015 to the expiry of the term of the current session of the Supervisory Committee.

## Proposed Change in Directors

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

- i. Mr. Li Yigeng (“**Mr. Li**”) has resigned from his position as a non-executive director of the Company with effect from 31 March 2015 as he has been requested to devote more time to other businesses and projects assigned to him by his employer, and he is unable to continue his role as a director of the Company;
- ii. Mr. Duan Gang (“**Mr. Duan**”) was nominated as an executive director of the Company with effect from the date of approval by the shareholders of the Company at the annual general meeting of the Company which will be held on 19 June 2015 (the “**AGM**”) and until the expiration of the term of the current session of the Board.

Mr. Li 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. Li for his valuable contribution to the Company during his term of service.

## Mr. Duan Gang Biographical Details

Mr. Duan Gang, aged 47, is the vice president of the Company. Mr. Duan graduated from the Guanghua School of Management of Peking University and obtained a senior MBA degree in 2006. Mr. Duan joined Beijing Youth Daily Agency (the “**BYDA**”) in July 1988 and took several key positions in BYDA, including but not limited to, the reporter of news department, editor of the feature news department, deputy director of the editorial department of Guangdong-Hong Kong Entrepreneur Journal, editor of the news editorial department, editor of the chief editorial office, deputy director of the news reporting department, deputy director of the chief editorial office, director of domestic news department, director of the editorial department of Fortune Weekly and director of editorial department of Sports Weekly, director of the economic news department and director of security news department, editor-in-chief of financial section and the general manager of BYD Logistics Company Limited. Mr. Duan has been serving as a director of BYD Logistics Company Limited since May 2003. Mr. Duan was appointed as the vice president of the Company on 13 December 2011.

Mr. Duan has not held any directorship in any listed companies in the past 3 years.

Saved as disclosed above, Mr. Duan 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. Duan 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 an executive director of the Company, Mr. Duan 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. Duan will be subject to retirement by rotation and re-election upon the expiry of his term of office.

Mr. Duan's remuneration package will be determined by the remuneration committee of the Board as authorized by the shareholders of the Company at the AGM 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. Duan's appointment as an 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 (the "**Hong Kong Listing Rules**").

### **Change in Supervisors**

The Board of the Company hereby announces the following change to the members of the supervisory committee of the Company (the "**Supervisory Committee**") that:

- i. Ms. Ma Chundan ("**Ms. Ma**") has resigned as an employee representative supervisor of the Company with effect from 31 March 2015 due to job transfer; and
- ii. Ms. Li Xin ("**Ms. Li**") was elected as an employee representative supervisor of the Fifth Session of the Supervisory Committee at the meeting of the employee representatives of the Company held on 31 March 2015, with the term from 31 March 2015 to the expiry of the term of the current session of the Supervisory Committee.

Ms. Ma has confirmed that she had neither disagreement nor unsettled issues with the Company, the Board and the Supervisory Committee and there were no other matters in relation to her 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 Ms. Ma for her valuable contributions to the Company during her tenure of service.

## **Ms. Li Xin Biographical Details**

Ms. Li Xin, aged 36, is the assistant to chief financial officer of the Company. Ms. Li graduated from Wuhan College of Military Economic Management majoring in financial management in 2003. Ms. Li served as accountant officer and financial manager successively of the Beijing East Intellectual Agency Property Co., Ltd. during the years from 2004 to 2009. Ms. Li joined the Company in 2010, and has served as the assistant of chief financial officer.

Save as disclosed above, Ms. Li has no relationship with any directors, senior management or substantial or controlling shareholder(s) of the Company, nor does Ms. Li have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. Ms. Li has not held any directorship in any listed companies in the past 3 years.

Save as disclosed above, the Company is not aware of any other matters in relation to Ms. Li's election as a supervisor 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 Hong Kong Listing Rules.

Ms. Li will enter into a service contract with the Company for a term commencing from 31 March 2015 until the expiry of the term of office of the Fifth Session of the Supervisory Committee. Pursuant to the articles of association of the Company, Ms. Li will be subject to retirement by rotation and re-election upon the expiry of her term of office. Ms. Li's remuneration as a supervisor of the Company will be determined by the shareholders of the Company at the AGM by taking into account, among other matters, her terms of reference, her duties and responsibilities in the Company.

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

Beijing, the PRC  
31 March 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](http://www.bjmedia.com.cn).*