



BEIJING MEDIA CORPORATION LIMITED*

北青傳媒股份有限公司

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock code: 1000)

Proxy Form for the Annual General Meeting for the Year 2004

Number of Shares related to this proxy form ^(note 1)	
---	--

I (We) ^(note 2) _____ of _____ being the holder(s) of ^(note 1) _____ H Share(s)/domestic share(s) ^(note 3) of RMB1.00 each of Beijing Media Corporation Limited ("Beijing Media" or the "Company") now appoint ^(note 4) _____ (I.D. No.: _____ of _____) / the chairman of the meeting as my (our) proxy to attend and vote for me (us) on the following resolutions in accordance with the instruction(s) below and on my (our) behalf at the annual general meeting of Beijing Media for the year 2004 ("AGM") to be held at 2:00 p.m. on Wednesday, 15 June 2005 at the Meeting Room, 10th Floor, Beijing Youth Daily Agency Building, Beijing, PRC for the purpose of considering and, if thought fit, passing those resolutions as set out in the notice convening the AGM. In the absence of any indication, the proxy may vote for or against the resolutions at his own discretion. ^(note 5)

Ordinary Resolutions:	For ^(note 5)	Against ^(note 5)
1. To review and approve the report of the Board of Directors of Beijing Media for the year ended 31 December 2004.		
2. To review and approve the report of the Supervisory Committee of Beijing Media for the year ended 31 December 2004.		
3. To review and approve the audited financial report and consolidated financial report of Beijing Media for the year ended 31 December 2004.		
4. To review and approve the profit distribution proposal of Beijing Media for the year ended 31 December 2004 and distribution of final dividends.		
5. To reappoint Yuehua Certified Public Accountants and Pricewaterhousecoopers as the PRC auditors and the international auditors of Beijing Media for the year of 2005 respectively, and authorize the Board of Directors of the Beijing Media to fix their remuneration.		
6. To review and approve the proposal on the budget of Beijing Media for the year of 2005.		
7. To review and approve the proposal on the election of Johannes Louw Malherbe as a non-executive director of the Company.		
8. To review and approve the Company's "Monetary Housing Allowance Implementation Proposal".		
Special Resolution:		
Proposal for the amendment of the Articles of Association.		

Date: _____ 2005

Signature(s): ^(note 6) _____

Notes:

- Please insert the number of share(s) registered in your name(s) relating to this form of proxy. If no number is inserted, this form of proxy will be deemed to relate to all of the capital of Beijing Media registered in your name(s).
- Please insert full name(s) and address(es) in **BLOCK LETTERS**.
- Please delete as appropriate.
- Please insert the name and address of your proxy. If this is left blank, the chairman of the AGM will act as your proxy. One or more proxies, who may not be member(s) of Beijing Media, may be appointed to attend and vote in the meeting provided that such proxies must attend the meeting in person on your behalf. Any alteration made to his proxy form must be signed by the signatory.
- Attention: If you wish to vote FOR any resolution, please indicate with a "✓" in the appropriate space under "For". If you wish to vote AGAINST any resolution, please indicate with a "✓" in the appropriate space under "Against".** In the absence of any such indication, the proxy will vote or abstain at his discretion.
- This form of proxy must be signed under hand by you or your attorney duly authorized on your behalf. If the appointor is a legal person, this form must be signed under its common seal or under hand by any directors or agents duly appointed by such corporation.
- This form of proxy together with the power of attorney or other authorization document(s) which have been notarised must be delivered, in the case of holders of domestic shares, to Beijing Media at Building A, Beijing Youth Daily Agency Building, No.23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the People's Republic of China or, in the case of holders of H Shares, to Hong Kong Registrars Limited at Room 1712-1716, 17/F., Hopewell Centre, 183 Queen's Road East, Hong Kong at least 24 hours before the time designated for the holding of the AGM.

* For identification purposes only