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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

FURTHER INFORMATION ON THE DISTRIBUTION OF FINAL DIVIDEND

Reference is made to the announcement dated 15 May 2013 of Beijing Media Corporation Limited (the “**Company**”) in relation to the poll results of 2012 annual general meeting (the “**AGM**”). At the AGM, the shareholders of the Company (the “**Shareholders**”) approved the resolution in relation to the distribution of a final dividend of RMB0.30 per share (tax inclusive) in an aggregate amount of approximately RMB59,193 thousand for the year ended 31 December 2012. The final dividend is expected to be distributed to the Shareholders on 31 July 2013 if there is no extraordinary development related thereto.

According to the articles of association of the Company, final dividend will be denominated and declared in RMB. Dividends on domestic shares of the Company will be paid in RMB, and dividends on H shares of the Company (the “**H Shares**”) will be paid in Hong Kong dollars. The amount of dividends payable in Hong Kong dollars shall be calculated based on the average closing exchange rate for RMB to Hong Kong dollars as announced by the People's Bank of China for five business days prior to 15 May 2013 (Wednesday), being the date of dividend declaration (HK\$1.251580 equivalent to RMB1.00). Thus, the final dividend per share in Hong Kong dollar is HK\$0.375474 (tax inclusive) for holders of H Shares.

According to the Law on Corporate Income Tax of the People's Republic of China which came into effect on 1 January 2008 and its implementing rules and other relevant rules, the Company is required to withhold corporate income tax at the rate of 10% before distributing the final dividend to non-resident enterprise shareholders as appearing on the H Shares register of members of the Company. Any shares registered in the name of the non-individual registered shareholders, including HKSCC Nominees Limited, other nominees, trustees or other groups and organizations will be treated as being held by non-resident enterprise shareholders and therefore their dividends receivables will be subject to the withholding of the corporate income tax.

Pursuant to Notice on the Issues on Levy of Individual Income Tax after the Abolishment of Guo Shui Fa [1993] No. 045 Document (the “**Notice**”) issued by the State Administration of Tax on 28 June 2011, the

dividend to be distributed by the PRC non-foreign invested enterprises whose shares have been issued in Hong Kong to the overseas resident individual shareholders is subject to individual income tax with a tax rate of 10% in general. However, the tax rates for respective overseas resident individual shareholders may vary depending on the relevant tax agreements between the countries where they are residing and Mainland China. Pursuant to the aforesaid Notice, when the final dividend is distributed to the individual H-share shareholders of the Company, the Company will withhold 10% of the final dividend as individual income tax unless otherwise specified by the relevant tax regulations, tax agreements or the notice. Shareholders should consult their tax advisers regarding the PRC, Hong Kong and other tax implications of owning and disposing of the Company's H Shares, and the Company does not, and will not, accept responsibility for any effect the above withholding may have on any person.

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

Beijing, PRC,
4 July 2013

As at the date of this announcement, the Board comprises: the executive directors of the Company, Zhang Yanping, Yu Haibo, Sun Wei and He Xiaona, the non-executive directors of the Company, Li Shiheng, Liu Han, Wu Peihua, Li Xiaobing, 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.