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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 INSIDE INFORMATION

This announcement is made by Beijing Media Corporation Limited (the “**Company**”, together with its subsidiaries, collectively referred to as the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

References are made to the announcements of the Company dated 18 June 2020 and 20 May 2021 in relation to Beijing Youth Daily Agency (“**BYDA**”), a controlling shareholder of the Company, and its beneficial owner, the Committee of the Beijing Municipality of the Youth League of Communist Party of China (“**China Communist Youth League Beijing Committee**”), entrusting Beijing Capital Group Company Limited (“**Capital Group**”) to manage the affiliates of BYDA with a term of five years commencing from 18 June 2020 (the “**Term of Entrust Management**”), and authorizing Capital Group to exercise the rights and duties of investors/shareholders stipulated in the Company’s articles of association from 20 May 2021 to 17 June 2025, including but not limited to the control, voting rights, operation rights and income rights over the Company.

The Company received a notice from Capital Group that, on 8 May 2025, BYDA, China Communist Youth League Beijing Committee and Capital Group signed a renewal supplemental agreement (the “**Supplemental Agreement**”) in respect of the above entrust management arrangement, pursuant to which, the parties to the agreement have unanimously agreed to extend the above entrust management for an additional period of 5 years on top of the original Term of Entrust Management, i.e., from the date of expiry of the original Term of Entrust Management (18 June 2025) to 17 June 2030.

As stated in the announcement of the Company dated 20 May 2021, the Company understands that Capital Group has obtained the waiver from the Securities and Futures Commission of Hong Kong (“SFC”) that the entrust management arrangement as provided in the entrustment agreement (as supplemented) between BYDA and Capital Group (the “**Entrustment Management Arrangements**”) and the possible future transfer of equity interests in relevant entities (including the Company) by BYDA to Capital Group will not trigger Capital Group’s obligation to make a mandatory general offer for all shares of the Company.

As the Supplemental Agreement only extends the Term of Entrust Management and the other Entrustment Management Arrangements remain unchanged, the Company understands that Capital Group considers that the extension of the Term of Entrust Management does not constitute a material change to the Entrustment Management Arrangements from the perspective of the above waiver from the SFC.

The Company expects that the arrangement under the Supplemental Agreement will not cause any adverse impact on the Group’s business operations.

Investors are advised to pay attention to investment risks and exercise in caution when dealing in the shares of the Company.

By Order of the Board
Beijing Media Corporation Limited
Sun Baojie
Chairman of the Board

Beijing, the PRC
8 May 2025

As at the date of this announcement, the Board comprises: the executive directors of the Company, Jing Enji and Wu Min; the non-executive directors of the Company, Sun Baojie, Cui Ping, Wang Hao, Wang Zechen and Zhang Lei; and the independent non-executive directors of the Company, Shi Hongying, Chan Yee Ping, Michael, Du Guoqing and Kong Weiping.

Please also refer to the published version of this announcement on the Company’s website at www.bjmedia.com.cn.