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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

PROPOSED RE-ELECTION OF THE BOARD; PROPOSED ABOLITION OF THE SUPERVISORY COMMITTEE AND AMENDMENTS TO THE ARTICLES OF ASSOCIATION

PROPOSED RE-ELECTION OF THE BOARD

The term of office of the eighth session of the board (the “**Board**”) of directors (the “**Director(s)**”) of Beijing Media Corporation Limited (the “**Company**”) will expire on the date of the 2024 annual general meeting of the Company (the “**AGM**”).

On 16 May 2025, the Board resolved to propose to elect the Directors of the ninth session of the Board, including proposal to re-elect Mr. Jing Enji and Ms. Wu Min as executive Directors of the ninth session of the Board; to re-elect Ms. Sun Baojie, Ms. Cui Ping, Mr. Wang Hao and Mr. Wang Zechen and to appoint Mr. Li Xiaowei (“**Mr. Li**”) as non-executive Directors of the ninth session of the Board; and to re-elect Ms. Shi Hongying, Mr. Chan Yee Ping, Michael, Ms. Du Guoqing and Mr. Kong Weiping as independent non-executive Directors of the ninth session of the Board.

The biographical details of Mr. Li Xiaowei are set out below and for the biographical details of the other re-elected Directors, please refer to the Company’s 2024 Annual Report published on 28 April 2025.

Biographical details of Li Xiaowei

Mr. Li Xiaowei, born in July 1972, has a bachelor's degree. Mr. Li served as the sales manager of Swire Coca-Cola Zhengzhou Ltd. from July 1996 to August 1998. From October 1998 to October 2016, he served as the head of Zhengzhou office, the head of planning section of the regional sales headquarters and the regional manager of North China of Panasonic Home Appliances Sales Company Limited (松下電器家電營銷有限公司). From November 2016 to February 2019, he served as the Legal Entity Representative for the Shandong-Henan-Shanxi Region of LG Electronics (China) Co., Ltd. (樂金電子(中國)有限公司) and the director of the Living Appliances Product Center (China Operations) (中國區生活家電產品中心), and since March 2019, he has served as the general manager of the marketing department, the executive vice president of smart ecosystem business and general manager of IP operations of Lerong Zhijia (Beijing) Technology Development Co., Ltd. (樂融智家(北京)科技發展有限公司).

Save as disclosed in the above biographical details, as at the date of this announcement, Mr. Li does not have any relationship with any directors, senior management, substantial shareholder(s) or controlling shareholder(s) of the Company, nor holds any other positions in the Company or any of its subsidiaries, or any directorships in other listed companies in the past three years. As at the date of this announcement, Mr. Li does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Upon the appointment of Mr. Li as a non-executive Director being approved by the Shareholders, the Company will enter into a service contract with him. The term of office of Mr. Li as a non-executive Director will be from the date of approval by the shareholders of the Company (the “**Shareholders**”) at the AGM until the expiration of the term of office of the ninth session of the Board. Pursuant to the articles of association of the Company (the “**Articles of Association**”), Mr. Li will be subject to re-election upon the expiry of his term of office. Mr. Li's remuneration package will be determined by the remuneration committee of the Board by taking into account, among other matters, his terms of reference, his duties and responsibilities in the Company after authorization by the Shareholders at the AGM.

Save as disclosed in the announcement, the Company is not aware of any other matters that need to be brought to the attention of the Shareholders or any information in relation to the appointment of Mr. Li that needs to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

Each of the above independent non-executive director candidates has confirmed that (a) his/her independence as regards to each of the factors contained in Rule 3.13(1) to (8) of the Listing Rules; (b) he/she has no past or present financial or other interest in the business of the Company or its subsidiaries or any connection with any core connected person (as defined under the Listing Rules) of the Company; and (c) there are no other factors that may affect his/her independence at the time of his/her appointment.

Mr. Zhang Lei (“**Mr. Zhang**”), a non-executive Director of the eighth session of the Board, will retire from Director after the expiration of his term of office. During his tenure of office, Mr. Zhang has been diligent and has made outstanding contributions to the business development of the Company. The Board would like to take this opportunity to express its sincere gratitude to Mr. Zhang for his valuable contributions to the Company during his tenure of office.

Pursuant to the Articles of Association, the above proposed election of Directors of the ninth session of the Board are subject to the approval by the Shareholders at the AGM by way of ordinary resolution. The term of office of Directors of the ninth session of the Board will take effect from the date of the AGM until the expiry of the term of office of the ninth session of the Board. The term of each session of the Board is three years.

Subject to the appointment of the above Director candidates as Directors being approved by the Shareholders, the Company will enter into a service contract with each of them. The term of office of Director candidates as Directors will be from the date of approval by the Shareholders at the AGM until the expiry of the term of office of the ninth session of the Board, subject to re-election upon the expiry of their term of office pursuant to the Articles of Association.

Director candidates, Ms. Sun Baojie, Mr. Jing Enji, Ms. Cui Ping and Mr. Wang Hao, will not receive any remuneration from the Company. Other Director candidates’ remuneration packages will be determined by the remuneration committee of the Board by taking into account, among other matters, their terms of reference, their duties and responsibilities in the Company after authorization by the Shareholders at the AGM.

PROPOSED ABOLITION OF THE SUPERVISORY COMMITTEE AND AMENDMENTS TO THE ARTICLES OF ASSOCIATION

In order to further enhance the level of corporate governance, in accordance with the latest Company Law of the People’s Republic of China as well as the work norms and reform requirements of the State-owned Assets Supervision and Administration Commission of People’s Government of Beijing Municipality in relation to the corporate governance of municipal state-owned enterprises, and taking into account the actual situation of the Company and the needs of its business development, and subject to meeting the level of the core protection of the Shareholders, as resolved by the Board on 16 May 2025, the Company intends to (a) abolish the Supervisory Committee and have the Audit Committee of the Board to exercise the relevant powers and functions; and (b) amend the existing Articles of Association to (i) reflect the aforesaid changes, (ii) further improve the contents relating to the Party building; and (iii) revise the scope of business in accordance with the needs of business development and the relevant regulatory requirements.

The above proposed abolition of the Supervisory Committee and amendments to the Articles of Association will become effective subject to the approval of the Shareholders at the AGM.

GENERAL INFORMATION

The Company intends to convene the AGM on 13 June 2025. Shareholders' approval will be sought at the AGM for the above proposed election of Directors to the ninth session of the Board, the proposed abolition of the Supervisory Committee and the amendments to the Articles of Association. A circular containing, among other things, details of the above matters together with a notice convening the AGM will be despatched to the Shareholders in accordance with the relevant requirements of the Listing Rules as soon as possible.

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

Beijing, the PRC
16 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.