



# 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)

### FORM OF PROXY FOR THE ANNUAL GENERAL MEETING TO BE HELD ON FRIDAY, 13 JUNE 2025

I/We<sup>(Note 1)</sup> \_\_\_\_\_  
of \_\_\_\_\_  
being the registered holder(s) of \_\_\_\_\_  
domestic shares/H shares<sup>(Note 2)</sup> of RMB1.00 each in the share capital of Beijing Media Corporation Limited (the "Company"), hereby appoint  
THE CHAIRMAN OF THE AGM<sup>(Note 3)</sup>, or \_\_\_\_\_  
of \_\_\_\_\_  
as my/our proxy to attend and act for me/us and on my/our behalf at the annual general meeting (the "AGM") of the Company to be held at  
2:00 p.m. on Friday, 13 June 2025 at the Conference Room 704, the 7th Floor, Beijing Youth Daily Building, No. 23 Baijiazhuang Dongli,  
Chaoyang District, Beijing 100026, the People's Republic of China (the "PRC"), and any adjournment thereof, for the purposes of considering  
and, if thought fit, passing the resolutions as set out in the notice convening the AGM dated 23 May 2025 (the "Notice of AGM") at the AGM,  
and any adjournment thereof, to vote for me/us and in my/our name(s) in respect of the resolutions as indicated below<sup>(Note 4)</sup>.

AS ORDINARY RESOLUTIONS		For <sup>(Note 4)</sup>	Against <sup>(Note 4)</sup>
1.	To consider and, if thought fit, to approve the report of the board of directors of the Company for the year ended 31 December 2024.		
2.	To consider and, if thought fit, to approve the report of the supervisory committee of the Company for the year ended 31 December 2024.		
3.	To consider and, if thought fit, to approve the audited financial statements of the Company for the year ended 31 December 2024.		
4.	To consider and, if thought fit, to approve the consolidated annual financial budgets of the Company for the year 2025.		
5.	To consider and, if thought fit, to approve ShineWing Certified Public Accountants (Special General Partnership) as the Company's auditor for the year 2025, and to authorize the audit committee of the Board of the Company to determine its remuneration.		
6.	To consider and, if thought fit, to approve the abolition of the Supervisory Committee of the Company.		
7.	To consider and, if thought fit, to approve the re-election of Ms. Sun Baojie as a non-executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
8.	To consider and, if thought fit, to approve the re-election of Mr. Jing Enji as an executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
9.	To consider and, if thought fit, to approve the re-election of Ms. Cui Ping as a non-executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
10.	To consider and, if thought fit, to approve the re-election of Mr. Wang Hao as a non-executive director of the Company, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
11.	To consider and, if thought fit, to approve the re-election of Ms. Wu Min as an executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
12.	To consider and, if thought fit, to approve the appointment of Mr. Li Xiaowei as a non-executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		

AS ORDINARY RESOLUTIONS		For <sup>(Note 4)</sup>	Against <sup>(Note 4)</sup>
13.	To consider and, if thought fit, to approve the re-election of Mr. Wang Zechen as a non-executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine his remuneration, and to authorize any director of the Company to execute a service contractor such other documents or supplemental agreements or deeds on behalf of the Company.		
14.	To consider and, if thought fit, to approve the re-election of Ms. Shi Hongying as an independent non-executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
15.	To consider and, if thought fit, to approve the re-election of Mr. Chan Yee Ping, Michael as an independent non-executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
16.	To consider and, if thought fit, to approve the re-election Ms. Du Guoqing as an independent non-executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine her remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
17.	To consider and, if thought fit, to approve the re-election of Mr. Kong Weiping as an independent non-executive director of the Company, to authorize the remuneration committee of the Board of the Company to determine his remuneration, and to authorize any director of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
AS SPECIAL RESOLUTION		For <sup>(Note 4)</sup>	Against <sup>(Note 4)</sup>
18.	To consider and, if thought fit, to approve the amendments to the Articles of Association (details of which are set out in the circular of the Company dated 23 May 2025).		

Signature(s)<sup>(Note 5)</sup>: \_\_\_\_\_

Date: \_\_\_\_\_ 2025

**Notes:**

- Please insert full name(s) and address(es) in **BLOCK LETTERS**.
- Please insert the number of shares (including domestic shares and H shares) registered in your name(s) to which this form of proxy relates. If no number is inserted, this form of proxy will be deemed to relate to all shares registered in your name(s).
- If any proxy other than the chairman of the AGM is preferred, strike out the words **"THE CHAIRMAN OF THE AGM"** and insert the name and address of the proxy desired in the space provided. A shareholder entitled to attend and vote at the AGM may appoint one or more proxies to attend and vote in his stead. A proxy need not be a shareholder of the Company but must attend the AGM in person to represent you. **ANY ALTERATION MADE TO THIS FORM OF PROXY MUST BE INITIALLED BY THE PERSON WHO SIGNS IT.**
- IMPORTANT: IF YOU WISH TO VOTE FOR ANY RESOLUTION, TICK IN THE BOX MARKED "FOR". IF YOU WISH TO VOTE AGAINST ANY RESOLUTION, TICK IN THE BOX MARKED "AGAINST".** If no direction is given, your proxy may vote or abstain at his discretion. Your proxy will also be entitled to vote at his discretion on any resolution properly put to the AGM other than those referred to in the Notice of AGM.
- This form of proxy must be signed by you or your attorney duly authorised in writing. In case of a corporation, the same must be either under its common seal or under the hand of its director(s) or duly authorised attorney(s). If the form of proxy is signed by an attorney of the shareholder, the power of attorney authorising that attorney to sign or other document(s) of authorisation must be notarized.
- In case of joint holders of any share, any one of such joint holders may vote at the AGM, either personally or by proxy, in respect of such shares as if he is solely entitled thereto. However, if more than one of such joint holders are present at the AGM, personally or by proxy, the vote of the joint holder whose name stands first in the register of members and who tenders a vote, whether personally or by proxy, will be accepted to the exclusion of the votes of other joint holder(s).
- In order to be valid, the form of proxy together with the power of attorney or other document(s) of authorisation (if any) must be deposited with, (i) in the case of holders of domestic shares, the registered address of the Company at the 7th floor, Beijing Youth Daily Building, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the PRC; and (ii) in the case of holders of H shares, Computershare Hong Kong Investor Services Limited, the H share registrar and transfer office of the Company in Hong Kong, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong, not less than 24 hours before the time fixed for holding the AGM or any adjournment thereof, as the case may be. Completion and return of a form of proxy will not preclude a shareholder from attending and voting in person at the AGM if he so wishes.
- Shareholders or their proxies attending the AGM shall produce their identity documents.