

STRICTLY PRIVATE & CONFIDENTIAL

26 May 2026

Beijing Media Corporation Limited
Building A
No. 23 Baijiazhuang Dongli
Chaoyang District
Beijing, the PRC

Dear Sir/ Madam,

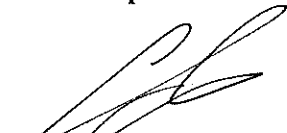
MAJOR AND CONTINUING CONNECTED TRANSACTION

We hereby consent and confirm that we have not withdrawn our consent to the issue by Beijing Media Corporation Limited of the circular (the “Circular”) dated 26 May 2026 in respect of the captioned matter with the inclusion therein of our letter dated 26 May 2026 and the references to our name and our letter in the form and context in which they appear.

We further consent to this letter being made available for public display as described in the section headed “13. DOCUMENTS ON DISPLAY” under the Appendix II to the Circular.

Except as stated above, our said letter is not to be quoted or referred to, in whole or in part, nor shall our said letter or this consent letter be used for any other purpose, without our prior written consent.

Yours faithfully,
For and on behalf of
Gram Capital Limited



Graham Lam
Managing Director