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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 APPOINTMENT OF JOINT COMPANY SECRETARIES

The board of directors (the “**Board**”) of Beijing Media Corporation Limited (the “**Company**”) hereby announces that on 28 December 2022, Ms. Liu Jia (“**Ms. Liu**”), the secretary to the Board of the Company, has been appointed as the joint company secretary of the Company and Mr. Yu Leung Fai (“**Mr. Yu**”), currently the company secretary of the Company, will be the other joint company secretary of the Company with immediate effect.

The biographical details of Ms. Liu are set out as follows:

Ms. Liu Jia, aged 39, is the secretary to the Board of the Company and an intermediate economist (中級經濟師). Ms. Liu obtained a bachelor’s degree in management with a major in information management and information system from Central University of Finance and Economics in 2005. Ms. Liu joined Beijing Youth Daily Agency in July 2005 and served for integrated management, remuneration management, training supervision and performance management of the human resources department of Beijing Youth Daily Agency. Ms. Liu joined the Company in July 2013, has successively served as the assistant to secretary to the Board, deputy director and director of the board office, and has been appointed as the secretary to the Board of the Company since 19 August 2022. Ms. Liu was appointed as an executive director of the Company from June 2019 to November 2021, and served as a director of Beijing International Advertising Media Group Limited since 28 December 2016.

The Board is of the view that, considering Ms. Liu's background set out in this announcement, Ms. Liu has sufficient knowledge and experience of the operation, corporate governance, listing compliance and other matters of the Company. Therefore, Ms. Liu is capable to perform her duties as the company secretary of the Company. The Company has demonstrated to the satisfaction of The Stock Exchange of Hong Kong Limited that Ms. Liu, by virtue of her relevant experience, is capable of independently discharging the functions of the company secretary of the Company under Rule 3.28 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

As the headquarters and place of principal business of the Company are located in Beijing, while the shares of the Company are listed in Hong Kong, the Board is of the view that it would be in the best interests of the Company and of good corporate governance to have both Ms. Liu, who is familiar with the Group and is working closely with the Board and senior management of the Company in Beijing, and Mr. Yu, who is based in Hong Kong and familiar with the Hong Kong regulatory environment, to act as the joint company secretaries of the Company.

The Board would like to take this opportunity to warmly welcome Ms. Liu on her appointment.

By Order of the Board
Beijing Media Corporation Limited
Su Zhaohui
Chairman

Beijing, the PRC
28 December 2022

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, Su Zhaohui, Cui Ping, Xu Jian, 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.