



鳳凰衛視

PHOENIX MEDIA INVESTMENT (HOLDINGS) LIMITED

鳳凰衛視投資(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock Code 股份代號: 02008)

2 September 2024

Dear registered shareholder(s),

**Phoenix Media Investment (Holdings) Limited (the "Company") – Notice of Availability
- Notice of publication of 2024 Interim Report (the "Current Corporate Communication")**

The Current Corporate Communication of the Company has been published in English and Chinese languages and are available on the website of the Company at <https://www.irasia.com/listco/hk/phoenixtv/> (the "Company's Website") and the website of the HKEXnews at www.hkexnews.hk (the "HKEXnews Website"). For the shareholders who have selected to receive the Corporate Communications^(Note 1) in printed form, the printed copy of the Current Corporate Communication is enclosed. If you have any difficulty in receiving or accessing to the Current Corporate Communication posted on the Company's Website for any reason, please write to the Company's Hong Kong branch share registrar (the "Share Registrar"), Hong Kong Registrars Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email to phoenixmedia.com@computershare.com.hk specifying your name, address and request. The Company will promptly upon receipt of your request send the Current Corporate Communication to you in printed form free of charge.

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07 of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") under the expansion of paperless listing regime and electronic dissemination of Corporate Communications that came into effect on 31 December 2023, the Company is writing to inform you that the Company has adopted electronic dissemination of Corporate Communications. Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the Company's Website and the HKEXnews Website in place of printed copies.

Solicitation of Electronic Contact Details

To ensure timely receipt of the latest Corporate Communications, the Company recommends you to provide your email address by scanning your personalized QR code printed on the reply form on the reverse side (the "Reply Form"). Alternatively, you may sign and return the Reply Form to the Share Registrar.

If the Company does not receive a functional email address in your reply, until such time that the functional email address is provided to the Share Registrar, (i) you may be unable to receive any notifications regarding the publication of Corporate Communications; (ii) you may need to proactively check the Company's Website and the HKEXnews Website to keep up with the publication of Corporate Communications; and (iii) the Company will send the Actionable Corporate Communications^(Note 2) in printed form in the future.

If you want to receive the future Corporate Communications in printed form, please complete the Reply Form and send it to the Share Registrar by post at the above address or send an email to phoenixmedia.com@computershare.com.hk specifying your name, address and request to receive the future Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully,
By Order of the Board
Phoenix Media Investment (Holdings) Limited
YEUNG Ka Keung
Company Secretary

Note 1: Corporate Communications mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

Note 2: Actionable Corporate Communication is any Corporate Communication that seeks instructions from issuer's registered securities holders on how they wish to exercise their rights or make an election as the issuer's registered securities holder.

各位登記股東：

**鳳凰衛視投資(控股)有限公司(「本公司」) - 可供查閱通知
- 2024年中期報告(「本次公司通訊」)之刊發通知**

本公司的本次公司通訊備有中、英文版本，並已上載於本公司網站 <https://www.irasia.com/listco/hk/phoenixtv/> (「本公司網站」) 及香港聯合交易所有限公司披露易網站 www.hkexnews.hk (「披露易網站」)，歡迎瀏覽。若閣下已選擇收取公司通訊^(附註1)之印刷本，則隨函附奉本次公司通訊印刷本。閣下若因任何理由以致在收取或接收載於本公司網站上的本次公司通訊出現困難，閣下可以書面方式通知本公司的香港股份過戶登記處(「股份過戶處」)香港證券登記有限公司，地址為香港灣仔皇后大道東183號合和中心17M樓或電郵至 phoenixmedia.com@computershare.com.hk，並註明閣下的姓名、地址以及要求。本公司將於接到閣下通知後，盡快向閣下免費發送有關本次公司通訊文件的印刷本。

以電子方式發佈公司通訊之安排

根據自2023年12月31日起生效的擴大無紙化上市機制及以電子方式發佈公司通訊規定下香港聯合交易所有限公司證券上市規則(「上市規則」)第2.07條，本公司謹此通知閣下，本公司已採用以電子方式發佈公司通訊之安排。請注意，所有未來公司通訊的英文版和中文版將在本公司網站和披露易網站上提供，以代替印刷本。

徵集電子聯絡資料

為確保及時收到最新的公司通訊，本公司建議閣下透過掃描本函背頁之回條(「回條」)上列印的閣下專屬二維碼來提供閣下的電子郵件地址。或者，閣下也可以簽署回條並交回股份過戶處。

如果公司沒有收到閣下的有效電子郵件地址，直至股份過戶處收到閣下有效的電子郵件地址前，(i)閣下或將無法收到任何有關發佈公司通訊的通知；(ii)閣下或需要主動查看本公司網站和披露易網站以留意公司通訊的發佈；及(iii)本公司未來將以印刷本形式發送可供採取行動的公司通訊^(附註2)。

若閣下希望收取未來公司通訊之印刷本，請填妥回條並交回股份過戶處或發送電郵至 phoenixmedia.com@computershare.com.hk，並註明閣下的姓名、地址以及收取未來公司通訊印刷本的要求。請注意，收取未來公司通訊印刷本之指示由收悉閣下指示當日起計一年內有效，此後將失效。

如閣下對本函件有任何疑問，請於辦公時間星期一至五(香港公眾假期除外)上午9時正至下午6時正(香港時間)期間致電股份過戶處(852) 2862 8688查詢。

承董事會命
鳳凰衛視投資(控股)有限公司
公司秘書
楊家強

2024年9月2日

附註1：公司通訊是指公司向任何證券持有人提供資訊或提醒其採取行動而發佈或將要發佈的任何文件，包括但不限於(a)董事報告、年度賬目以及審計報告副本以及(如適用)財務摘要報告；(b)中期報告及其中期報告摘要(如適用)；(c)會議通知；(d)上市文件；(e)通函；及(f)代表委任表格。

附註2：可供採取行動的公司通訊指任何涉及要求發行人的登記證券持有人指示其擬如何行使其有關登記證券持有人的權利或作出選擇的公司通訊。

