



# 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)

### REVISED FORM OF PROXY FOR THE ANNUAL GENERAL MEETING TO BE HELD ON FRIDAY, 17 JUNE 2022

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, 17 June 2022 at the Conference Room 704, the 7th Floor, Beijing Youth Daily Agency, 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 26 May 2022 (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 2021.		
2.	To consider and, if thought fit, to approve the report of the supervisory committee of the Company for the year ended 31 December 2021.		
3.	To consider and, if thought fit, to approve the audited financial statements of the Company for the year ended 31 December 2021.		
4.	To consider and, if thought fit, to approve the appointment of WUYIGE Certified Public Accountants LLP (大信會計師事務所(特殊普通合夥)) as the Company's auditor for the year 2022, and to authorize the audit committee of the Board of the Company to determine their remuneration.		
5.	To consider and, if thought fit, to approve the re-election of Mr. Su Zhaohui 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.		
6.	To consider and, if thought fit, to approve the re-election of Mr. Xu Jian 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.		
7.	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.		
8.	To consider and, if thought fit, to approve the re-election of Mr. Jing Enji 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.		
9.	To consider and, if thought fit, to approve the appointment of Ms. Wu Min as an executive director of the Company, to authorize the remuneration committee of the Board 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.		
10.	To consider and, if thought fit, to approve the appointment of Mr. Zhang Lei as a non-executive director of the Company, to authorize the remuneration committee of the Board 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.		
11.	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 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>
12.	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 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.		
13.	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 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.		
14.	To consider and, if thought fit, to approve the re-election of Ms. Du Guoqing as an independent non-executive director of the Company, to authorize the remuneration committee of the Board 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 appointment of Mr. Kong Weiping as an independent non-executive director of the Company, to authorize the remuneration committee of the Board 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 of Mr. Liu Huibin as a shareholder representative supervisor of the Company, and to authorize the legal representative 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 Ms. Li Xiaomei as a shareholder representative supervisor of the Company, and to authorize the legal representative of the Company to execute a service contract or such other documents or supplemental agreements or deeds on behalf of the Company.		
18.	To consider and, if thought fit, to approve:  “ <b>THAT</b>  a. the single asset management contract for the Capital Securities — Beijing Media (the “ <b>Single Asset Management Contract</b> ”) dated 19 April 2022 and entered into between the Company, Capital Securities Co., Ltd. and Beijing Branch of Bank of Communications Co., Ltd., and the relevant annual cap for the contract validity period for the Single Asset Management Contract transactions contemplated thereunder;  b. any one director of the Company be and is hereby authorized to sign or execute such other documents or supplemental agreements or deeds on behalf of the Company and to do all such things and take all such actions as he may consider necessary or desirable for the purpose of giving effect to the Single Asset Management Contract and completing the transactions contemplated thereunder with such changes as he may consider necessary, desirable or expedient.”		

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

Date: \_\_\_\_\_ 2022

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 revised form of proxy relates. If no number is inserted, this revised 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 REVISED FORM OF PROXY MUST BE INITIALED 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 revised 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 revised 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 revised 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 Agency, Building A, No. 23 Baijiazhuang Dongli, Chaoyang District, Beijing 100026, the PRC; or (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 Queens 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 revised 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.