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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 INSIDE INFORMATION

This announcement is made by Beijing Media Corporation Limited (the “**Company**”) pursuant to Rule 13.09 of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors announced that on 27 October 2023, the Company received a bid-winning notice from Beijing MTR Corporation Limited (北京京港地鐵有限公司) and Beijing Jinggang Line 17 Metro Co., Ltd. (北京京港十七號線地鐵有限公司) (together with Beijing MTR Corporation Limited, the “**BJMTR**”) in relation to the Company’s winning of the tender for the Concession Right Project of Major Advertising Resources of Beijing MTR Corporation Limited (《北京京港地鐵有限公司主要廣告資源經營權項目》) (the “**Project**”). The Project involves that BJMTR authorizes the winning bidder to act as the sole agent for the operation of major advertising resources on Beijing Metro Line 4, Daxing Line and the northern section of Line 17. The winning bidder will pay BJMTR concession right fees by the way of “guaranteed amount + extra revenue commission fees”, with an operating period of two years commencing from 1 January 2024 and ending on 31 December 2025.

As at the date of this announcement, Beijing MTR Corporation Limited (北京京港地鐵有限公司) is an indirectly held 30%-controlled company of Beijing Capital Group Co., Ltd. (北京首都創業集團有限公司), the Company's de facto controlling shareholder, Beijing Jinggang Line 17 Metro Co., Ltd. (北京京港十七號線地鐵有限公司) is a wholly-owned subsidiary of Beijing MTR Corporation Limited (北京京港地鐵有限公司), and BJMTR is a connected person of the Company under Chapter 14A of the Listing Rules. According to the bid amount and future prospect of the Company for the Project, one or more of the applicable percentage ratios of such transaction is/are expected to be higher than 25% but lower than 100%. The transaction under the exclusive agency operation agreement(s) proposed to be entered into between the Company and BJMTR in respect of the Project is therefore expected to constitute a major transaction and a connected transaction of the Company under Chapter 14 of the Listing Rules and Chapter 14A of the Listing Rules, and is subject to the reporting, announcement and independent shareholders' approval requirements. The Company will comply with the relevant requirements of the Listing Rules in respect of such transaction.

As the Project is subject to the approval of the shareholders, the Project may or may not proceed. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Shares.

By Order of the Board
Beijing Media Corporation Limited
Sun Baojie
Chairman

Beijing, the PRC
27 October 2023

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, Sun Baojie, 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.