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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)

(Stock Code: 02008)

CHANGE OF DIRECTORS AND COMPOSITION OF BOARD COMMITTEES

The Board hereby announces that with effect from 21 March 2025:

- (1) Ms. WANG Haixia has resigned as a Non-executive Director and member of Audit Committee and Risk Management Committee of the Company;
- (2) Mr. LEUNG Hok Lim has resigned as an Independent Non-executive Director and member of Audit Committee, Nomination Committee, Remuneration Committee and Risk Management Committee of the Company;
- (3) Mr. CUI Xian has been appointed as a Non-executive Director and member of Audit Committee and Risk Management Committee of the Company;
- (4) Mr. ZHOU Longshan, an Independent Non-executive Director of the Company, has been appointed as a member of Audit Committee, Nomination Committee and Remuneration Committee of the Company;
- (5) Mr. SUN Yusheng, an Executive Director of the Company, has resigned as a member of Nomination Committee of the Company; and
- (6) Ms. HO Chiu King, Pansy Catilina, the Vice-chairman of the Board and Non-executive Director of the Company, has been appointed as a member of Nomination Committee of the Company.

RESIGNATION OF DIRECTORS

The board (the “**Board**”) of directors (the “**Director(s)**”) of Phoenix Media Investment (Holdings) Limited (the “**Company**”) hereby announces that:

- (1) Ms. WANG Haixia (“**Ms. WANG**”) has resigned as a Non-executive Director (the “**Non-executive Director**”), member of audit committee (the “**Audit Committee**”) and risk management committee (the “**Risk Management Committee**”) of the Company with effect from 21 March 2025 due to other work arrangement; and
- (2) Mr. LEUNG Hok Lim (“**Mr. LEUNG**”) has resigned as an Independent Non-executive Director (the “**INED**”), member of Audit Committee, nomination Committee (the “**Nomination Committee**”), remuneration committee (the “**Remuneration Committee**”) and Risk Management Committee of the Company with effect from 21 March 2025 due to his health condition.

Each of Ms. WANG and Mr. LEUNG has confirmed that he/she has no disagreement with the Board and there is no matter relating to his/her resignation that needs to be brought to the attention of the shareholders of the Company (the “**Shareholders**”).

The Board would like to take this opportunity to express its sincere gratitude and appreciation to Ms. WANG and Mr. LEUNG for their past contributions to the Company.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board also announces that Mr. CUI Xian (“**Mr. CUI**”) has been appointed as a Non-executive Director with effect from 21 March 2025.

The biographical details of Mr. CUI are as follows:

Mr. CUI, aged 40, is currently the deputy head of Consumer and FIG Investments of Bank of China Group Investment Limited (“**BOCGI**”). Before joining BOCGI, Mr. CUI held managerial roles in various departments of China Investment Corporation (CIC) from 2008-2021, including in public relations, BOD office, food & agri investment, asset management, as well as consumer sector investment, during which he also took the role of director and observer at various portfolio companies. Mr. CUI holds a master’s degree from Beijing Foreign Studies University.

Save as disclosed above, Mr. CUI (i) has not previously held and is not holding any other position with the Company or its subsidiaries; (ii) did not hold any other directorships in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas and does not have any other major appointments and professional qualifications; and (iii) does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company for the purpose of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”). As at the date of this announcement, Mr. CUI does not have any interests in the

securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr. CUI has entered into a letter of appointment with the Company for a term of 3 years commencing from 21 March 2025 (subject to retirement by rotation and re-election in accordance with the articles of association of the Company (the “**Articles**”)), which may be terminated by not less than 3 months’ prior notice served by either party. Mr. CUI will not receive any director’s fee or other emoluments from the Company for his position as a Non-executive Director (or as member of certain Board committees as disclosed below), which is in line with the treatment of other current Non-executive Directors. Pursuant to article 83(3) of the Articles, Mr. CUI shall hold office until the first annual general meeting of the Company after his appointment and shall then be eligible for re-election.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Mr. CUI that need to be brought to the attention of the Shareholders, and there is no information that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to take this opportunity to express its warmest welcome to Mr. CUI for joining the Board.

CHANGES IN COMPOSITION OF BOARD COMMITTEES

The Board further announces the following changes in the composition of Audit Committee, Nomination Committee, Remuneration Committee and Risk Management Committee with effect from 21 March 2025:

1. Mr. CUI has been appointed as a member of Audit Committee and Risk Management Committee in place of Ms. WANG;
2. Mr. ZHOU Longshan, an INED, has been appointed as a member of Audit Committee, Nomination Committee and Remuneration Committee in place of Mr. LEUNG;
3. Mr. SUN Yusheng (“**Mr. SUN**”), an Executive Director, has resigned as a member of Nomination Committee; and
4. Ms. HO Chiu King, Pansy Catilina, the Vice-chairman of the Board and Non-executive Director, has been appointed as a member of Nomination Committee in place of Mr. SUN to achieve gender diversity for compliance with the code provision B.3.5 of Part 2 of the Corporate Governance Code in Appendix C1 to the Listing Rules, which will come into effect on 1 July 2025.

By Order of the Board
Phoenix Media Investment (Holdings) Limited
XU Wei
Chairman and Chief Executive Officer

Hong Kong, 21 March 2025

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. XU Wei (Chairman and Chief Executive Officer) and Mr. SUN Yusheng (Deputy Chief Executive Officer and Editor-in-Chief)

Non-executive Directors

Ms. HO Chiu King, Pansy Catilina (Vice-chairman), Mr. DING Wei, Mr. QIU Baohua and Mr. CUI Xian

Independent Non-executive Directors

Mr. Thaddeus Thomas BECZAK, Mr. FANG Fenglei and Mr. ZHOU Longshan