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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)

PROFIT WARNING

This announcement is made by Beijing Media Corporation Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") hereby informs the shareholders of the Company (the "**Shareholders**") and potential investors that the loss attributable to the Shareholders for the year ended 31 December 2025 (the "**Reporting Period**") is expected to range from approximately RMB68,000 thousand to RMB73,000 thousand (loss attributable to Shareholders for the same period in 2024: RMB2,042 thousand), representing an increase of approximately RMB65,958 thousand to RMB70,958 thousand compared to the same period last year. Excluding the impact from the disposal of a property of the Group in 2024 and the one-off gain of approximately RMB21,831 thousand from the recovery of partial accounts receivable on bad debt provision made, the expected increase in loss for 2025 was primarily due to:

(i) the loss from major operations increased by approximately RMB19,000 thousand to RMB22,000 thousand as compared with the same period last year. In particular, due to the impact of tight budget of customers, changes in regulatory policies of the industry and intensified market competition, operating revenue of subsidiaries declined. Concurrently, as the Group comprehensively advanced business transformation, the subsidiary BYD Logistics Company Limited has exited trading of printing-related materials business in an orderly manner as scheduled. Though the exit of the business is conducive to the long-term resource optimization, it resulted in increase in expected loss from major operations during the Reporting Period.

(ii) management expenses increased by approximately RMB15,245 thousand as compared with the same period last year. In order to enhance long-term operating efficiency and market competition, the Group underwent organization structural reform during this Reporting Period, which resulted in an expected increase in management expenses during the Reporting Period; and

(iii) gain from the change in fair value decreased by approximately RMB11,702 thousand as compared with the same period last year, primarily due to the decline in fair value of the investment properties of the Company arising from the impact of cyclical adjustment of the property industry and regional market demand shifts; meanwhile, the returns on the management of the Company's idle funds have declined due to market volatility.

The Board and the management of the Company expect that the above situation will not have any material and adverse impact on the daily operation of the Group. Strategic and business transformation will be advanced comprehensively on an on-going basis and innovative businesses such as outdoor advertising, integrated marketing solutions and Beijing City Culture Annual Pass business will be continuously developed to drive the growth of operating revenue.

The information contained in this announcement should only be regarded as preliminary assessments made by the Board based on information currently available to the Group, but not figures or information as reviewed by the auditor of the Company, since the results of the Group for the Reporting Period are not yet available. The Company is expected to announce its results for the Reporting Period in March 2026.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Beijing Media Corporation Limited
Nie Sen
Chairman of the Board

Beijing, the PRC
23 January 2026

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, Nie Sen, Wang Hao, Li Zhen, Li Xiaowei and Wang Zechen; 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.