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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 EXECUTIVE DIRECTOR, DEPUTY CHIEF EXECUTIVE OFFICER AND EDITOR-IN-CHIEF, NOMINATION COMMITTEE MEMBER, AUTHORISED REPRESENTATIVE AND PROCESS AGENT

AND

CHANGE OF RESOLUTIONS AT THE ANNUAL GENERAL MEETING TO BE HELD ON 3 JUNE 2026

RESIGNATION OF EXECUTIVE DIRECTOR, DEPUTY CHIEF EXECUTIVE OFFICER AND EDITOR-IN-CHIEF, NOMINATION COMMITTEE MEMBER AND CESSATION TO ACT AS AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The board of directors (the “**Board**”) of Phoenix Media Investment (Holdings) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that Mr. SUN Yusheng (“**Mr. SUN**”) has resigned as an Executive Director, Deputy Chief Executive Officer and Editor-in-Chief, a member of the Nomination Committee of the Company (the “**Nomination Committee Member**”) and ceased to act as an authorised representative of the Company (the “**Authorised Representative**”) under Rule 3.05 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and an authorised person of the Company under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) and Rule 19.05(2) of the Listing Rules for accepting service of process or notices on behalf of the Company in Hong Kong (the “**Process Agent**”), with effect from 15 May 2026 due to retirement.

Mr. SUN has confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the Stock Exchange and the shareholders of the Company (the “**Shareholders**”).

The Board would like to take this opportunity to express its sincere gratitude and appreciation to Mr. SUN for his past contributions to the Company.

APPOINTMENT OF EXECUTIVE DIRECTOR, DEPUTY CHIEF EXECUTIVE OFFICER AND EDITOR-IN-CHIEF, NOMINATION COMMITTEE MEMBER, AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The Board also announces that Mr. LI Ting (“**Mr. LI**”) has been appointed as an Executive Director, Deputy Chief Executive Officer and Editor-in-Chief, a Nomination Committee Member, an Authorised Representative and a Process Agent of the Company with effect from 15 May 2026.

The biographical details of Mr. LI are as follows:

Mr. LI, aged 63, who holds the professional qualification of senior reporter in China. Prior to joining the Company, Mr. LI had served in China Central Television and the China Media Group for over 40 years and was the deputy editor-in-chief and director of news centre and had served as a member of the editorial board of the China Media Group since 2019. He has extensive experience in television broadcasting industry. Mr. LI graduated from the Department of Philosophy at Shandong University with a Bachelor’s degree in Philosophy.

Save as disclosed above, Mr. LI (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 Listing Rules. As at the date of this announcement, Mr. LI 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. LI has entered into a director services agreement with the Company for a term of 3 years commencing from 15 May 2026 (subject to retirement by rotation and re-election in accordance with the Articles of Association), which may be terminated by not less than 3 months’ prior notice served by either party. Mr. LI is entitled to an annual emolument of HK\$2,400,060 and annual housing benefit of approximately HK\$435,600, which is determined with reference to his duties and level of responsibilities in the Group, Directors’ Remuneration Policy of the Company and prevailing industry and market conditions. Other than his remuneration in connection with his aforementioned managerial positions in the Company, he will not receive any director’s fee or other emoluments from the Company for his position as an Executive Director or Nomination Committee Member. Pursuant to article 83(3) of the articles of association of the Company (the “**Articles of Association**”), Mr. LI 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. LI 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. LI for joining the Board.

CHANGE OF RESOLUTIONS AT THE AGM

Reference is made to the circular of the Company dated 28 April 2026 (the “**First Circular**”) in relation to, among others, the annual general meeting of the Company to be held on 3 June 2026 (the “**AGM**”).

Due to the resignation of Mr. SUN, the proposed ordinary resolution numbered 2 as set out in the notice of AGM and proxy form contained in the First Circular is no longer applicable and will be withdrawn from putting forward to the Shareholders at the AGM.

In addition, subsequent to the appointment of Mr. LI, he shall retire, and being eligible, offer himself for re-election at the AGM in accordance with article 83(3) of the Articles of Association that, any Director appointed by the Board to fill a casual vacancy shall hold office until the first annual general meeting of the Company after his/her appointment and shall then be eligible for re-election.

Since Mr. SUN will not stand for re-election at the AGM, in accordance with article 84 of the Articles of Association, Mr. Thaddeus Thomas BECZAK (“**Mr. BECZAK**”) will retire at the AGM and together with Ms. HO Chiu King, Pansy Catilina, Mr. ZHOU Longshan and Mr. LI, will offer themselves for re-election at the AGM for compliance with the relevant directors rotation requirement.

A supplemental circular containing, amongst others, proposed resolutions and details in relation to the re-election of Mr. LI and Mr. BECZAK and the supplemental notice of AGM and the revised proxy form will be despatched to the Shareholders by 16 May 2026.

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

Hong Kong, 15 May 2026

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

Executive Directors

Mr. XU Wei (Chairman and Chief Executive Officer) and Mr. LI Ting (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