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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)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR AND MEMBER OF REMUNERATION COMMITTEE

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board (the "**Board**") of directors (the "**Directors**" and each a "**Director**") of Phoenix Media Investment (Holdings) Limited (the "**Company**") hereby announces that Mr. WANG Yiqiu ("**Mr. WANG**") has been appointed as a Non-executive Director with effect from 20 November 2026.

The biographical details of Mr. WANG is as follows:

Mr. Wang Yiqiu, aged 50, has served as the general manager of the market operations department (brand management department) of China Mobile Communications Group Co., Ltd. (which through China Mobile (Hong Kong) Group Limited, indirectly and wholly owned Extra Step Investments Limited, a substantial shareholder of the Company) since September 2026, and as the secretary of the Party Committee, chairman and general manager of China Mobile Group Guangxi Co., Ltd. ("**Guangxi Co.**") since October 2024. Mr. Wang previously served as a member of the Party Committee, a director and a deputy general manager of Guangxi Co., and as a member of the Party Committee and a deputy general manager of China Mobile (Shanghai) ICT Co., Ltd. Mr. Wang holds master's degrees from Southeast University and Nanjing University, and is a professorate senior engineer.

Save as disclosed above, Mr. WANG (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. As at the date of this announcement, Mr. WANG 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. WANG has entered into a letter of appointment with the Company for a term of 3 years commencing from 20 November 2026 (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. WANG 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 Board committee 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. WANG 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. WANG that need to be brought to the attention of the shareholders of the Company, 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. WANG for joining the Board.

APPOINTMENT OF MEMBER OF REMUNERATION COMMITTEE

The Board further announces that Mr. WANG has been appointed as a member of remuneration committee of the Company with effect from 20 November 2026.

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

Hong Kong, 20 November 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. WANG Yiqiu and Ms. GUO Yutong

Independent Non-executive Directors

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