

# 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)
(於開曼群島註冊成立之有限公司)
(Stock Code 股份代號: 02008)

17 January 2024

Dear registered shareholder(s),

## **Arrangement of Electronic Dissemination of Corporate Communications**

Pursuant to Rule 2.07 of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023, Phoenix Media Investment (Holdings) Limited (the "Company") is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the "Corporate Communication"), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at <a href="https://www.irasia.com/listco/hk/phoenixtv/">https://www.irasia.com/listco/hk/phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/phoenixtv/">www.irasia.com/listco/hk/phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/phoenixtv/">www.irasia.com/listco/hk/phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/phoenixtv/">https://www.irasia.com/listco/hk/phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/phoenixtv/">www.irasia.com/listco/hk/phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/phoenixtv/">www.irasia.com/listco/hk/phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/">www.irasia.com/listco/hk/</a> phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/">www.irasia.com/listco/hk/</a> phoenixtv/</a> and the HKEXnews website at <a href="https://www.irasia.com/listco/hk/">www.irasia.com/listco/hk/</a> phoenixtv/</a> and the website of the complex of t

#### Solicitation of electronic contact details

To ensure timely receipt of the latest Corporate Communications, the Company recommends you to provide your email address by scanning your personalized QR code printed on the reply form on the reverse side (the "**Reply Form**"). Alternatively, you may sign and return the Reply Form to the Company's Hong Kong branch share registrar (the "**Share Registrar**"), Hong Kong Registrars Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive a functional email address in your reply, until such time that the functional email address is provided to the Share Registrar, (i) you will be unable to receive any notifications regarding the publication of Corporate Communications; (ii) you will need to proactively check the Company's website and the HKEXnews website to keep up with the publication of Corporate Communications; and (iii) the Company will send the Actionable Corporate Communications<sup>(Note)</sup> in printed form in the future.

If you want to receive the Corporate Communications in printed form, please complete the Reply Form and send it to the Share Registrar or send an email to <a href="mailto:phoenixmedia.ecom@computershare.com.hk">phoenixmedia.ecom@computershare.com.hk</a> specifying your name, address and request to receive the Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully,
By Order of the Board
Phoenix Media Investment (Holdings) Limited
YEUNG Ka Keung
Company Secretary

Note: Actionable Corporate Communication is any corporate communication that seeks instructions from issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holder.

各位登記股東:

### 以電子方式發布公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化上市機制及以電子方式發布公司通訊規定下香港聯合交易所有限公司證券上市規則(「**上市規則**」)第 2.07 條,鳳凰衛視投資(控股)有限公司(「**公司**」)謹此通知 閣下,公司已採用以電子方式發布公司通訊(「**公司通訊**」)之安排,該公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發布或將要發布的任何文件,包括但不限於(a)董事報告、年度帳目以及審計報告副本以及(如適用)財務摘要報告; (b)中期報告及其中期報告摘要(如適用); (c)會議通知; (d)上市文件; (e)通函;及 (f)委任表格。

請注意,所有未來公司通訊的英文版和中文版將在公司網站 <a href="https://www.irasia.com/listco/hk/phoenixtv/">https://www.irasia.com/listco/hk/phoenixtv/</a> 和披露易網站 <a href="www.hkexnews.hk">www.hkexnews.hk</a> 上提供,以代替印刷本。

# 徵集電子聯絡資料

為確保及時收到最新的公司通訊,公司建議 閣下透過掃描本函背頁之回條(「**回條**」)上列印的 閣下專屬二維碼來提供 閣下的電子郵件地址。或者, 閣下也可以簽署回條並交回公司的香港股份過戶登記處分處(「**股份過戶處**」)香港證券登記有限公司,地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。

如果公司沒有收到 閣下的有效電子郵件地址,直至股份過戶處收到 閣下有效的電子郵件地址前,(i) 閣下將無法收到任何有關發佈公司通訊的通知;(ii) 閣下將需要主動查看公司網站和披露易網站以留意公司通訊的發佈;及(iii)本公司未來將以印刷本形式發送可供採取行動的公司通訊 (MEC)。

若 閣下希望收取未來公司通訊之印刷版,請填妥回條或發送電子郵件至 phoenixmedia.ecom@computershare.com.hk,並註明 閣下的姓名、地址以及收取公司通訊印刷版的要求。 請注意,收取未來公司通訊印刷版之指示由收悉 閣下指示當日起計一年內有效,此後將過期。

如 閣下對本函件有任何疑問,請於辦公時間星期一至五(香港公眾假期除外)上午 9 時正至下午 6 時正(香港時間)期間致電股份過戶處 (852) 2862 8688 查詢。

承董事會命 鳳凰衛視投資(控股)有限公司 公司秘書 楊家強

#### REPLY FORM 回條

Hong Kong Registrars Limited (The "Share Registrar")

17M Floor, Hopewell Centre

183 Oueen's Road East, Wanchai, Hong Kong

香港證券登記有限公司 (「股份過戶處」)

CCS6714

香港灣仔皇后大道東 183 號

合和中心 17M 樓

(Please choose ONLY ONE of the options below) (請從以下選項中**只選擇其中一項**)

Personalized QR Code 專屬二維碼

Option 1: Provide your email address for receipt of future Corporate Communications\* of the Company via electronic dissemination by scanning your personalized QR code

選項1:

掃瞄 閣下專屬二維碼提供 閣下之電子郵件地址,以接收公司通過電子方式 發佈的未來公司通訊\*

You are **NOT required** to return this Reply Form if you choose Option 1. 如選擇了選項1, 閣下無須交回本回條。

"Company") via e	de my/our email address in writing for re lectronic dissemination i提供本人/吾等之電子郵件地址,以確係		nunications* of the following listed company (the	
Name of Securities holder(s) 證		Name of the listed company 上市公	,	
Tvanic of Securities noider(s)		Phoenix Media Investmen		
		鳳凰衛視投資(控股)有	· 0 /	
Email address 電郵地址: (Notes 3 / 附註 3)				
Option 3: I/we hereby request for receipt of Corporate Communications* in printed form (Please mark "\sqrt{"}" in the below box if applicable)				
選項3: 本人/吾等現要求收取公司通訊*印刷版 (如適用,請在以下方格內劃上「✓」號)				
receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the receipt date of instruction. (Notes 5)				
收取未來公司通訊'的印刷本·並已知悉本指示由收取指示日期起計一年內有效。( <i>附註 5</i> )				
Signature(s): (Notes 1)		tact number:	Date:	
簽名: <sup>(附註 1)</sup>	聯 総	B電話號碼: ——————	日期:	
Notes 附註:	ale. If a constant and the last and a constant and	int shough ald any should injust a sing this Boule.	Famoin and a taba walid	
1. Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid. 請清差填妥 間下之所有資料。如圓聯名股東・則本回條須由所有聯名股東聯合簽署・方為有效。 2. Any Reply Form with no signature or otherwise incorrectly completed will be void.				
任何回條若未有簽署或在其他方	面填寫不正確,則本回條將會作廢。			
3. If the Company does not receive a functional email address in your reply, you will be unable to receive notifications regarding the publication of Corporate Communications*. 如公司沒有收到 圖下的有效電子郵件地址· 圖下將無法收到有關發佈公司通訊*的通知。				
4. If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered.  如 图 下通過 - 經過 - 毫知 - 是知 - 是知 - 是知 - 是如 - 是如 - 是如 - 是如 - 是				
5. If you mark "√" in the box in Option 3, no email address will be registered and only Corporate Communications* in printed form will be received. 如 周下在選項 3 方格內劃上「✓」號·將不會有電子郵件地址被登記·只有公司通訊*的印刷版會被收取。				
6. For the avoidance of doubt, the Comp 為免存疑·在本回條上的任何額	vany does not accept any other instructions given on this 外指示,公司將不予處理。	Reply Form.		
* Unless otherwise specified, Corporation annual report, interim report, notion 除非另有註明·公司通訊乃指公	te Communications refer to any documents issued or t ce of meeting, circular and proxy form. 司已發出或將予發出以供其任何證券的持有人參照或拐	o be issued by the Company for the informa K取行動的任何文件·其中包括但不限於年薪	ation or action of holders of any of its securities, including but not limited to 级、中期報告、會議通告、通函及代表委任表格。	) the

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

Mailing Label 郵寄標籤

Computershare Hong Kong Investor Services Limited 香港中央證券登記有限公司 Freepost No. 簡便回郵號碼:37 Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us. No postage is necessary if posted in Hong Kong.

當 閣下寄回此回條時・請將郵寄標籤剪貼於信封上 如在本港投寄・ 閣下無需支付郵費或貼上郵票。