



BEIJING MEDIA CORPORATION LIMITED

北青傳媒股份有限公司

(A joint stock limited company incorporated in the People's Republic of China with limited liability)
(於中華人民共和國註冊成立的股份有限公司)

(Stock Code: 1000)
(股份代號: 1000)

26 July 2024

Dear registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A 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, Beijing Media Corporation 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 on the website of the Company at www.bjmedia.com.cn and the HKExnews website at www.hkexnews.hk in place of printed copies. You need to proactively check the Company’s website and the HKEXnews website to keep up with the publication of Corporate Communications.

Solicitation of electronic contact details

To ensure timely receipt of the Actionable Corporate Communications^(Note), the Company recommends you provide your email address by scanning your personalized QR code printed on the reverse side of the reply form (the “**Reply Form**”). Alternatively, you may sign and return the Reply Form to the Company’s Hong Kong share registrar (the “**Share Registrar**”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wan Chai, 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, the Company will send the Actionable Corporate Communications^(Note) in printed form in the future.

If you want to receive the Corporate Communications in printed form, please complete and return the Reply Form on the reverse side to the Share Registrar or send an email to bjmedia.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form. Please note that such instruction will remain valid from the receipt date of your instruction until the instruction has been revoked or superseded or until the time when the Company publishes its annual report in the following year (whichever is earlier).

Should you have any queries relating to this letter, please contact the Share Registrar by sending an email to bjmedia.ecom@computershare.com.hk.

Yours faithfully,
By Order of the Board
Beijing Media Corporation Limited
Chairman
Sun Baojie

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 2.07A 條，北青傳媒股份有限公司（「**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) 董事會報告、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；和 (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 www.bjmedia.com.cn 和披露易網站 www.hkexnews.hk 上提供，以代替印刷本。閣下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。

徵集電子聯絡資料

為確保及時收到可供採取行動的公司通訊^(附註)，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（「**股份過戶處**」）香港中央證券登記有限公司，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，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^(附註)。

若 閣下希望收取公司通訊之印刷版，請填妥本函背頁之回條並交回股份過戶處，或發送電子郵件至 bjmedia.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 閣下指示日起將一直有效，直至指示被撤銷或取代，或直至公司於翌年刊發年度報告為止（以較早者為準）。

如 閣下對本函件有任何疑問，請發送電子郵件至 bjmedia.ecom@computershare.com.hk 與股份過戶處聯繫。

承董事會命
北青傳媒股份有限公司
主席
孫寶傑
謹啟

2024 年 7 月 26 日

附註：可供採取行動的公司通訊指任何涉及要求發行人的證券持有人指示其擬如何行使其有關證券持有人的權利或作出選擇的公司通訊。

