

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)

Dear registered shareholder(s),

26 July 2024

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 bimedia.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 <u>www.bjmedia.com.cn</u> 和披露易網站 <u>www.hkexnews.hk</u> 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^(明註),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 (##É)。

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

Personalized QR Code 專屬二維碼

REPLY	FORM	回條
KEPLI	FURM	ᆒ

Computershare Hong Kong Investor Services Limited

(The "Share Registrar") 17M Floor, Hopewell Centre

183 Queen's Road East, Wanchai, Hong Kong

香港中央證券登記有限公司 (「股份過戶處」) 香港灣仔皇后大道東 183 號 合和中心 17M 樓

(Please <u>choose ONLY ONE</u> of the options below) (請從以下選項中只**選擇其中一項**)

Option 1: Provide your email address for receipt of future Actionable Corporate Communications^(Note 3) of the Company via electronic dissemination by scanning

your personalized QR code

如選擇了選項 1 · 閣下無須交回本回條。

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 選項1: 發佈可供採取行動的未來公司通訊(附註3)

You are **NOT required** to return this Reply Form if you choose Option 1.

Option 2: I/we hereby provide my/our email address in writing for receipt of future Actionable Corporate Communications (Note 3) of the following listed company (the "Company") via electronic dissemination Name of the listed company 上市公司名稱: Name of Securities holder(s) 證券持有人姓名: **Beijing Media Corporation Limited** 北青傳媒股份有限公司 Email address 電郵地址: (Notes 4 / 附註4)

Option 3: I/we hereby request for receipt of Corp	orate Communications ^(Note 7) in printed form (P	lease mark "✓" in the below box if applicable)	
選項3: 本人/吾等現要求收取公司通訊(附註7)印]	剥版 (如適用・請在以下方格內劃上「✓」號;)	
receive future Corporate Communications (Note 7) in printe	ed copy and noted that this instruction will remain valid from	om the receipt date of your instruction until the instruction has been rev	oked
w取未來公司通訊 ^(胸盆) 的印刷本・並已知悉本指示自	snes the next annual report in the following year (whicheve 日收取指示日期起將一直有效·直至指示被撤銷或取代	, mit the receipt date of your instruction until the instruction has been rev er is earlier). ^(Note 5) · 或直至公司於翌年刊發下一份年報為止(以較早者準)。 ^(附註 5)	
Signature(s): (Notes 2)	Contact number:	Date:	

簽名:^(附註 2)

聯絡電話號碼:

- tes 附註: 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. 請清楚與受 屬下之所有資料。如屬聯名股東·則本回條須由所有聯名股東聯合簽署·方為有效。
- 請清差損受 阁下之所有資料。如圖聽名級東·則本回縣須田所有聯名級東衛馬書·乃為有效。
 Any Reply Form with no signature or otherwise incorrectly completed will be void. You are reminded to use legible handwriting if you are filling in the information in writing.
 任何回接者未有養養或性更短而與得多代達,則本回條須由所有聯名級東衛馬養。所為有效。如 屬下及蓋面經投資料。國下應注意字體論正清晰。
 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 holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holders on make an election forms or provisional allotment letters in connection with a dividend payment (e.g. choice of securities holders on cash dividend currency); excess application forms or provisional allotment letters in connection with a dividend election forms in connection with the acceptance of make an election form or provisional allotment letters in connection with a dividend election forms in connection with a dividend election form or provisional allotment letters in connection with a dividend election form on election forms in connection with the acceptance of an election form of the providend election forms of the election forms of the

- 知 圖卜任幾項3万格抄動上"》」索·將个晉月電子對特地取做登記,只有公司題號"附印制版曾級收取"
 For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form.
 為免存疑·在本回接上的任何额外指示。公司跨不予基理。
 Unless otherwise specified, Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, 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; (c) a notice of meeting; (d) a listing document; (e) a ctircular; and (f) a proxy form.
 原非另看证例 公司通讯/指公司已提出联系分级比较其任何通常的结构(或投资大眾参照或採取行動的任何文件,其中包括但不限於(a) 董事會報告、年度賬目連同審計報告副本以及(如適用)財務摘要報告;(b) 中期報告摘要; (c) 會議通告;(d) 上市文件;(e) 通函;和(f) 委任表格。
- * For identification purposes only 滋防識別

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- <u>PrivacyOfficer@computershare.com.hk.</u> 酮・有權根據**、私應條例)**的條文查閱及或修改 閣下的個人資料・任何該等查閱及/或修改個人資料的要求均須以書面方式郵寄至股份過戶處(地址為香港灣仔皇后大道東 183 號合和中心 17M 樓)向香港隱私主 任提出・或發送電郵至 PrivacyOfficer@computershare.com.hk・

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.

日期:

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。