



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 non-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.

You should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your Shares are held (collectively, the “Intermediaries”) and provide your email address to your Intermediaries.

If you want to receive the Corporate Communications in printed form, please complete and return the Reply Form on the reverse side 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 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instruction shall be valid from the receipt date of the instruction and will remain valid until the instruction has been revoked or superseded or until the time when the Company publishes its next annual report in the following year (whichever is earlier).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

各位非登記股東：

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。

閣下應聯絡代 閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「**中介公司**」），並向 閣下的**中介公司**提供 閣下的電子郵件地址。

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，該指示由收悉指示日期起將一直有效，直至指示被撤銷或取代，或直至公司於翌年刊發下一份年報為止（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

**REPLY FORM 回條**

To: **Computershare Hong Kong Investor Services Limited**
(The "Share Registrar")
17M Floor, Hopewell Centre
183 Queen's Road East, Wanchai, Hong Kong

致: **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

REMINDER 提示

As a non-registered shareholder, if you wish to receive Corporate Communications ^(Note 5) pursuant to the Listing Rules, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

作為非登記股東，如有意根據《上市規則》收取公司通訊 ^(附註 5)，閣下應聯絡閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「中介公司」），並向閣下的中介公司提供閣下的電子郵件地址。

Request to receive future Corporate Communications ^(Note 5) in printed form**要求收取未來公司通訊 ^(附註 5) 印刷版**

(Please mark "✓" in the below box if applicable) (如適用，請在以下方格內劃上「✓」號)

Name of the listed company (the "Company"): **Beijing Media Corporation Limited**
上市公司（「公司」）名稱：**北青傳媒股份有限公司**

- I/we would like to receive future Corporate Communications ^(Note 5) in printed form and noted that this instruction shall be valid from the receipt date of the instruction and will remain valid until the instruction has been revoked or superseded or until the time when the Company publishes its next annual report in the following year (whichever is earlier).
本人/我們欲收取未來公司通訊 ^(附註 5) 的印刷版，並已知悉本指示由收悉指示日期起將一直有效，直至指示被撤銷或取代，或直至公司於翌年刊發下一份年報為止（以較早者為準）。

Name(s) of Non-registered holder(s):
非登記股東姓名：

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Signature(s): ^(Note 3)
簽名： ^(附註 3)

Contact number:
聯絡電話號碼：

Date:
日期：

Notes 附註：

- This letter is addressed to non-registered holder(s) ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS)). 此函件乃向本公司之非登記股東（「非登記股東」指股份存放於中央結算及交收系統的人士或公司）發出。
- Please complete all your details clearly. 請清楚填寫所有資料。
- Any form with no box marked (✓) with no signature or otherwise incorrectly completed will be void. 如在本表格未有在方格內劃上「✓」號，或未有簽署，或在其他方面填寫不正確，則本表格將會作廢。
- For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 為免存疑，在本回條上的任何額外指示，公司將不予處理。
- 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 the (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. 除非另有註明，公司通訊乃指公司已發出或將予發出以供其任何證券的持有人或投資大眾參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)中期報告及(如適用)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。

PERSONAL INFORMATION COLLECTION STATEMENT
收集個人資料聲明

- "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO"). 本聲明中所指的「個人資料」與香港法例第 486 章《個人資料（私隱）條例》（「《私隱條例》」）中「個人資料」的涵義相同。
- Your Personal Data provided in this Reply Form will be used in connection with the Company's electronic dissemination of Corporate Communications. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to process your instructions and/or requests as stated in this Reply Form. 閣下於本回條所提供的個人資料將用於有關公司以電子方式發布公司通訊的事宜上。閣下是自願向本公司提供個人資料。若閣下未能提供足夠資料，本公司可能無法處理閣下在本回條上所述的指示及/或要求。
- Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such period as may be necessary for our verification and record purposes. 公司可就任何所說明的用途或在法例規定的情況下，將閣下的個人資料披露或轉移給公司的附屬公司、股份過戶處、及/或其他公司或團體，並將保留該等個人資料作核實及紀錄用途。
- You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at PrivacyOfficer@computershare.com.hk. 閣下有權根據《私隱條例》的條文查閱及/或修改個人資料。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。

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。