



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)

NOTIFICATION LETTER 通知信函

24 April 2026

Dear registered shareholder(s),

Beijing Media Corporation Limited (the "Company") -Notice of Publication of 2025 Annual Report (the "Current Corporate Communications")

The Current Corporate Communications of the Company have been published in English and Chinese languages and are available on the website of The Stock Exchange of Hong Kong Limited ("HKEX") at www.hkexnews.hk and the Company's website at www.bjmedia.com.cn. For the shareholders who have selected to receive the Company's Corporate Communications in printed version, enclosed is the Current Corporate Communications of the Company in both English and Chinese versions. If you have any difficulty in receiving or gaining access to the Current Corporate Communications posted on the Company's website for any reason, please send your request (specifying your name, address and request) by email at bjmedia.ecom@computershare.com.hk or by notice in writing 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. The Company will promptly upon receipt of your request send the Current Corporate Communications to you in printed form free of charge.

Reminder regarding the Arrangement of Electronic Dissemination of Corporate Communications

With reference to the notification letter dated 26 July 2024 titled "Arrangement of Electronic Dissemination of Corporate Communications", the Company is writing to remind you that the Company has adopted electronic dissemination of corporate communications (the "Corporate Communications"), which means 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 www.bjmedia.com.cn and the HKEXnews website at www.hkexnews.hk in place of printed copies.

Solicitation of Electronic Contact Details

The Company has not received your email address for the electronic dissemination of Actionable Corporate Communications. To ensure timely receipt of the latest Actionable Corporate Communications, the Company recommends you provide your email address by scanning your personalized QR code printed on the enclosed reply form (the "Reply Form"). Alternatively, you may sign and return the Reply Form to the Share Registrar.

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 the enclosed Reply Form and send it 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
Nie Sen

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:

北青傳媒股份有限公司 (「本公司」) -2025 年年度報告 (「本次公司通訊文件」) 之發佈通知

本公司的本次公司通訊文件備有中、英文版本, 並已上載於香港聯合交易所有限公司 (「香港交易所」) 網站 (www.hkexnews.hk) 及本公司網站 (www.bjmedia.com.cn), 歡迎瀏覽。若閣下之前選取收取本公司公司通訊之印刷版本, 現向閣下奉上英文及中文版本的本次公司通訊。閣下若因任何理由以致在收取或接收載於本公司網址上的本次公司通訊文件出現困難, 閣下可將要求 (註明閣下的姓名、地址及要求) 以電郵方式發送到本公司之電郵地址 bjmedia.ecom@computershare.com.hk 或以書面方式郵寄致本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。本公司將於接到閣下通知後, 盡快向閣下免費發送有關本次公司通訊文件的印刷本。

以電子方式發布公司通訊安排之提示

根據日期為 2024 年 7 月 26 日有關「以電子方式發布公司通訊之安排」之通知函所述, 本公司謹此提醒閣下, 本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 (如適用) 其中期報告摘要; (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本公司網站 www.bjmedia.com.cn 和披露易網站 www.hkexnews.hk 上提供, 以代替印刷本。

徵集電子聯絡資料

本公司尚未收到閣下就接收可供採取行動的公司通訊提供電子郵件地址。為確保及時收到最新的可供採取行動的公司通訊, 本公司建議閣下透過掃描本函隨附之回條 (「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股份過戶處。

如果本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)。

若閣下希望收取日後公司通訊之印刷本, 請填妥隨附之回條並交予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, 或直至本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
聶森
謹啟

2026 年 4 月 24 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。

