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BEIJING MEDIA CORPORATION LIMITED

北青傳媒股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 1000)

DISCLOSEABLE TRANSACTION SUCCESSFUL AUCTION OF 5.291% EQUITY INTEREST OF BEIQING COMMUNITY MEDIA

The Board hereby announces that on 28 October 2022, the Company acquired 5.291% equity interest of Beiqing Community Media held by Shanghai Xingjing by way of public auction through Alibaba Judicial Auction* (淘寶網司法拍賣網絡平台) published by the Third Intermediate People's Court at a consideration of RMB1,520,750, being the starting price. Upon the completion of the Auction, the shareholdings of Beiqing Community Media held by the Company will increase from 52.661% to 57.952%.

As one or more of the applicable percentage ratios in relation to the Auction is more than 5% but less than 25%, the Auction constitutes a discloseable transaction of the Company under Chapter 14 of the Listing Rules and is subject to the announcement requirement but exempt from shareholders' approval requirement under the Listing Rules.

I. INTRODUCTION

The Board of the Company hereby announces that on 28 October 2022, the Company acquired 5.291% equity interest of Beiqing Community Media held by Shanghai Xingjing by way of public auction through Alibaba Judicial Auction* (淘寶網司法拍賣網絡平台) published by the Third Intermediate People's Court at a consideration of RMB1,520,750. Upon the completion of the Auction, the shareholdings of Beiqing Community Media held by the Company will increase from 52.661% to 57.952%.

II. MAJOR TERMS OF THE AUCTION

Details of the Auction are as follows:

Date: 28 October 2022

Disposal unit: Third Intermediate People's Court

Assets for auction: 1,588,700 shares (5.291% shareholdings) of Beiqing Community Media held by Shanghai Xingjing, whose valuation price is RMB2,172,500 as published by the Third Intermediate People's Court through Alibaba Judicial Auction* (淘寶網司法拍賣網絡平台).

Bidding price: The amount payable by the Company for the above 5.291% equity interest of Beiqing Community Media is RMB1,520,750, excluding taxes incurred in relation to the transfer of title. The bidding price was same as the starting price of RMB1,520,750.

Settlement of the bidding price: The bidding price shall be paid as follows:

- (i) RMB300,000 has already been paid as security deposit prior to the Auction; and
- (ii) The balance of the auction of RMB1,220,750 shall be paid before 17:00 on 12 November 2022 to the bank account designated by the Third Intermediate People's Court.

Upon successful settlement of the bidding price, the Company shall sign the successful auction confirmation and obtain the auction closing ruling at the designated time and place based on the arrangement of Third Intermediate People's Court, and handle the subsequent change of industrial and commercial registration.

Source of funding: The Company will settle the bidding price by internal fund of the Company.

III. INFORMATION OF THE PARTIES INVOLVED IN THE AUCTION

The Company

The Company is a leading media company in China. Its principal business includes sales of media advertisement, production of newspapers and magazines and trading of print-related materials.

Shanghai Xingjing

Shanghai Xingjing is a limited partnership established under the laws of the People's Republic of China. Its principal business includes investment management, consulting, enterprise management consulting, industrial investment, construction project management and asset management etc. Upon the completion of the Auction, Shanghai Xingjing will cease to hold any equity interest in Beiqing Community Media. To the best of the Directors' knowledge, information and belief having made reasonable enquiry, Shanghai Xingjing and its ultimate beneficial owner are third parties independent of the Company and Connected Persons of the Company.

Beiqing Community Media

Beiqing Community Media is a subsidiary of the Company which is principally engaged in government-affiliated integrated media service. It has several branches across the whole urban area of Beijing, and forms a strong integrated media publicity matrix by publishing several newspapers of "Beiqing Community Daily", operating its own and cooperative WeChat public accounts and pushing news on various new media platforms. Upon the completion of the Auction, the shareholdings of Beiqing Community Media held by the Company will increase from 52.661% to 57.952%.

The unaudited total assets and net assets of Beiqing Community Media as at 30 June 2022 are RMB43,154,844.60 and RMB37,090,395.15 respectively. The net profit/loss (both before and after taxation) of Beiqing Community Media for the two years ended 31 December 2021 and the net profit/loss (both before and after taxation) of Beiqing Community Media for the six months ended 30 June 2022 are as follows:

	For the year ended 31 December 2020 (RMB)	For the year ended 31 December 2021 (RMB)	For the six months ended 30 June 2022 (RMB)
Net profit/(loss) before taxation	1,508,969.27	(1,692,638.56)	(3,560,787.15)
Net profit/(loss) after taxation	1,508,969.27	(1,692,638.56)	(3,560,787.15)

IV. REASONS FOR AND BENEFITS OF THE AUCTION

The Group actively explored emerging markets and planned business transformation in recent years. As an important subsidiary of the Company, Beiqing Community Media has transformed from original traditional media newspaper business model to a government-affiliated integrated media service business model, constantly improving its influence in the field of community media. Through the Auction, the Company will further enhance its control over Beiqing Community Media, optimize the decision-making mechanism of Beiqing Community Media and promote the healthy and sound development of Beiqing Community Media.

The Directors, including the independent non-executive Directors, are of the view that the Auction was conducted under normal commercial terms, and in line with the development strategy of the Group as well as in the interests of the Company and its shareholders as a whole.

V. LISTING RULES IMPLICATIONS

As one or more of the applicable percentage ratios in relation to the Auction is more than 5% but less than 25%, the Auction constitutes a discloseable transaction of the Company under Chapter 14 of the Listing Rules and is subject to the announcement requirement but exempt from shareholders' approval requirement under the Listing Rules.

None of the Directors are deemed to have material interest in the Auction, and thus have been required to abstain from voting on the relevant resolution at the Board meeting.

VI. DEFINITIONS

In this announcement, unless the context otherwise requires, the following terms shall have the meanings set out below:

“Auction”	the Company acquired 5.291% equity interest of Beiqing Community Media by way of public auction through Alibaba Judicial Auction* (淘寶網司法拍賣網絡平台) published by the Third Intermediate People's Court
“Beiqing Community Media”	Beiqing Community Media Technology (Beijing) Co., Ltd.
“Board”	the board of Directors of the Company
“Company”	Beijing Media Corporation Limited
“Connected Person”	has the meaning ascribed to it under the Listing Rules

“Directors”	the directors of the Company
“Group”	the Company and its subsidiaries
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited
“RMB”	Renminbi, the lawful currency of the PRC
“Shanghai Xingjing”	Shanghai Xingjing Investment Centre (Limited Partnership)* (上海星京投資管理中心(有限合夥))
“Third Intermediate People’s Court”	Third Intermediate People’s Court of Beijing

By Order of the Board
Beijing Media Corporation Limited
Su Zhaohui
Chairman of the Board

Beijing, the PRC
28 October 2022

As at the date of this announcement, the Board comprises: the executive directors of the Company, Jing Enji and Wu Min; the non-executive directors of the Company, Su Zhaohui, Cui Ping, Xu Jian, Wang Zechen and Zhang Lei; and the independent non-executive directors of the Company, Shi Hongying, Chan Yee Ping, Michael, Du Guoqing and Kong Weiping.

Please also refer to the published version of this announcement on the Company’s website at www.bjmedia.com.cn.

* *for identification purpose*