

DIRECTORS AND SENIOR MANAGEMENT PROFILE

Executive Directors

Mr. LIU Changle, aged 66, is the chairman and chief executive officer (“**CEO**”) and executive director of Phoenix Media Investment (Holdings) Limited (the “**Company**”) since 2 February 2000, and is a director of certain subsidiaries of the Company. He founded Phoenix Satellite Television Company Limited (“**Phoenix TV**”) in 1996. The Company and its subsidiaries (the “**Group**” or “**Phoenix**”), now operating six satellite TV channels, is a globally renowned trans-national multimedia group and a listed company on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”). Phoenix has expanded into other areas of business, including internet media, outdoor media, weekly magazine, social media, APP, publication and education etc.

Mr. LIU gained widespread recognition both locally and overseas for his enthusiasm for and achievements in the media industry. Mr. LIU is the recipient of numerous titles and awards, among which include “Wiseman of the Media Industry”, “Leader of Global Mandarin TV Program Providers”, “the Most Innovative Chinese Business Leaders in the Asia Pacific Region”, “Chinese Business Leader with the Utmost Social Responsibility in the Asia Pacific Region”, “Outstanding Figure in Media Branding”, “Top 10 Most Entrepreneurial Chinese Business Leaders”, “Top 10 Most Innovative Media Entrepreneurs in Mainland China”, “Person of the Chinese Charity” and “Ten Most Successful Men in China”. Mr. LIU has also been awarded the “Robert Mundell Successful World CEO Award”, the “Media Entrepreneur Award” in “Ernst & Young’s China Entrepreneur Award” and the “Man of Year for Asia Brand Innovation Award”. He is also the recipient of the “Top 10 Figures in 2009–2010 Media Convergence in China” award, the “Outstanding Media Management Award of the Chinese Society” in the Truth, Virtue and Beauty Media Award initiated by Buddhist Master Hsing Yun, the “Person of the Year” award of the Chinese Business Leaders Annual Meeting, the “2001–2010 Outstanding Contributor to the Chinese Media” by the China Media Annual Meeting, the “Business Person of the Year Award” by the DHL/SCMP Hong Kong Business Awards 2012 and the “Outstanding Contribution to Asian Television Award” by the Asian Television Awards 2015.

Since 2005, Mr. LIU has been the Chairman of the iEMMYs Festival, which is run by the International Academy of Television Arts & Sciences. In November 2008, Mr. LIU received the International Emmy® Directorate Award.

Mr. LIU is a visiting professor at a number of Mainland China universities and a PhD supervisor of the Communication University of China. He has been appointed to the board of directors of Nanjing University, Tongji University and Huaqiao University. He was also conferred an honorary doctoral degree in literature by City University of Hong Kong and was appointed the chairman of the College International Advisory Board by the College of Business of City University of Hong Kong. In June 2015, Mr. LIU was appointed as honorary academician of United International College founded by Beijing Normal University and Hong Kong Baptist University. In May 2017, Mr. LIU was conferred an honorary degree of Doctor of Philosophy by Nanhua University.

Mr. LIU was also appointed as Honorary Chairman of “World Chinese-language Media Co-operation Alliance”, Honorable Director of the Buddhist Association of China and Deputy President of BLIA World Headquarters board of directors.

Mr. LIU has been appointed a Justice of the Peace by the Government of the Hong Kong Special Administrative Region since 2004. In July 2010, Mr. LIU was awarded the Silver Bauhinia Star by the Government of the Hong Kong Special Administrative Region. In July 2016, Mr. LIU was awarded the Gold Bauhinia Star by the Government of the Hong Kong Special Administrative Region.

DIRECTORS AND SENIOR MANAGEMENT PROFILE

Mr. LIU is a Standing Committee Member of the Thirteenth National Committee of the Chinese People's Political Consultative Conference. He was a member of the Tenth and the Eleventh National Committee of the Chinese People's Political Consultative Conference, the vice chairman of the Subcommittee on Education, Science, Culture, Health and Sports, of the Eleventh National Committee of the Chinese People's Political Consultative Conference and a Standing Committee Member of the Twelfth National Committee of the Chinese People's Political Consultative Conference.

Mr. LIU was previously an independent non-executive director of China Southern Airlines Company Limited from December 2011 until December 2017.

Mr. CHUI Keung, aged 66, has been appointed as the executive director and deputy CEO of the Company since 5 June 2000. He is also a member of the nomination committee and risk management committee of the Company and a director of certain subsidiaries of the Company. Mr. CHUI graduated from the department of journalism of Fudan University in Shanghai and served in the China Central People's Radio Station for over 10 years. Since the establishment of Phoenix TV in 1996, he has been in charge of the overall daily operations, the public relations and promotion strategies of Phoenix TV, and the coordination of the relationships with PRC government entities. He also assists in establishing and implementing the corporate development strategies of the Group.

Throughout the term of office with Phoenix, Mr. CHUI has been instrumental in Phoenix's PRC domestic business development, programme production, advertising operation, marketing network and public relations. In 1996, he was in charge of the production of "Flying over the Yellow River", a major television programme of Phoenix TV, which achieved popular success and heightened the popularity of Phoenix TV in the PRC and overseas Chinese communities.

Prior to joining Phoenix, Mr. CHUI was a director and the general manager of Tianhua International Culture and Art Company Limited in Beijing focusing on developing various cultural, arts and publication businesses.

Mr. WANG Ji Yan, aged 69, has been appointed as executive director of the Company since 29 September 2006 and is a director of certain subsidiaries of the Company. Mr. WANG joined Phoenix TV in March 1996 and taught in Beijing Broadcasting Institute (now known as the Communication University of China) for more than 20 years.

Mr. WANG is one of the leading television programme producers in China and participated in the direction and production of a number of television programmes in early years. His television programme productions have won numerous domestic and overseas awards.

Mr. WANG is also a scholar in the television industry and has been the panelist of various international television festivals. He is also a renowned media educator and has a professor title. During the two decades of teaching in the Beijing Broadcasting Institute, he was the head of the television department for over ten years and was the deputy dean of the Beijing Broadcasting Institute for six years. Currently, he is also the PhD supervisor in Communication University of China (formerly known as Beijing Broadcasting Institute).

DIRECTORS AND SENIOR MANAGEMENT PROFILE

Non-executive Directors

Mr. SHA Yuejia, aged 59, has been appointed as non-executive director of the Company since 19 August 2010, and is an executive director and vice president of China Mobile Limited (“**China Mobile**”), the ordinary shares of which are listed on the Main Board of the Stock Exchange and its American depositary shares are listed on the New York Stock Exchange. Mr. SHA is principally in charge of marketing, data business and corporate customer management matters of China Mobile. Mr. SHA has been serving on the board of directors of China Mobile since March 2006 and is a vice president of China Mobile Communications Group Co., Ltd., a director of China Mobile Communication Co., Ltd and a non-executive director of Shanghai Pudong Development Bank Co., Ltd. Mr. SHA previously served as director of the Engineering Construction Department IV Division of Beijing Telecommunications Administration, president of Beijing Telecommunications Planning Design Institute, deputy director general of Beijing Telecommunications Administration, vice president of Beijing Mobile Communications Company, director and vice president, chairman and president of China Mobile Group Beijing Company Limited. Mr. SHA graduated from Beijing University of Posts and Telecommunications, received a Master’s Degree from the Academy of Posts and Telecommunications of the Ministry of Posts and Telecommunications and a doctoral degree in business administration from The Hong Kong Polytechnic University. He is a professor-level senior engineer with over 34 years of experience in the telecommunications industry.

Mr. XIA Bing, aged 45, has been appointed as a non-executive director and member of remuneration committee of the Company since 20 August 2016. He is currently the general manager of marketing department of China Mobile Communications Group Co., Ltd. and a director and member of the finance committee of True Corporation Public Company Limited, the securities of which is listed on The Stock Exchange of Thailand. Mr. XIA previously served as deputy general manager and general manager of China Mobile Group Qinghai Co., Ltd, and as general manager of marketing department of China Mobile Group Jiangxi Co., Ltd.

Mr. XIA graduated from Beijing University of Posts and Telecommunications with double bachelor degree of Communication Management Engineering and Telecommunication Engineering, and received a MBA and a doctoral degree in Industrial Economy from Jiangxi University of Finance and Economics. Mr. XIA has more than 20 years of experience in the telecommunication industry.

Mr. GONG Jianzhong, aged 55, has been appointed as non-executive director of the Company since 12 January 2007, and is a member of the audit committee and risk management committee of the Company, and also a director of certain subsidiaries of the Company. Mr. GONG is currently a director and chief executive officer of Bank of China Group Investment Limited (“**BOCGI**”) and a director of a number of companies controlled by BOCGI or in which BOCGI has an interest.

From 2002 to 2005, Mr. GONG was an alternate director and deputy chief executive officer of BOCGI. From 2001 to 2007, Mr. GONG was a non-executive director of China Merchants China Direct Investments Limited. Mr. GONG has over 20 years of experience in banking, administration and management. He graduated from Dongbei University of Finance and Economics in the PRC in April 1991 with a master degree in economics.

DIRECTORS AND SENIOR MANAGEMENT PROFILE

Mr. SUN Yanjun, aged 48, has been appointed as non-executive director of the Company since 5 November 2013, and is an independent non-executive director and a member of the audit committee and strategic steering committee of China National Building Materials Company (中國建材股份有限公司), the securities of which are listed on the main board of the Stock Exchange. He is also a partner and managing director at TPG. Prior to joining TPG, Mr. SUN was a managing director in the Principal Investment Area (PIA) of Goldman Sachs Group, Inc. ("**Goldman Sachs**") and focused on private equity investment in the Greater China region from 2006 to early 2011. Before joining Goldman Sachs, Mr. SUN was a vice president at Morgan Stanley in Hong Kong from 2004 to 2006. Prior to that, he worked for General Electric and Citigroup Inc. in the United States. Mr. SUN currently serves as a non-executive director on the board of Xinyuan Real Estate Co., Ltd., a company listed on the New York Stock Exchange.

Mr. SUN obtained a Bachelor of Economics degree from Renmin University of China and a Master of Business Administration with high distinction from the University of Michigan.

Independent Non-executive Directors

Mr. LEUNG Hok Lim, aged 82, has been appointed as independent non-executive director of the Company since 21 January 2005, and is also a member of audit, nomination, remuneration and risk management committees of the Company. Mr. LEUNG is a fellow member of CPA Australia, a member of the Macau Society of Certified Practising Accountants, a fellow member of the Hong Kong Institute of Certified Public Accountants and a fellow member of The Taxation Institute of Hong Kong. Mr. LEUNG is the founder and senior partner of PKF, Accountants and Business Advisers, and a director of PKF Hong Kong Limited. Mr. LEUNG is the independent non-executive director of a number of listed companies namely S E A Holdings Limited, Fujian Holdings Limited and High Fashion International Limited. Mr. LEUNG was previously a non-executive director of Beijing Hong Kong Exchange of Personnel Centre Limited until January 2017, and an independent non-executive director of Yangtzekiang Garment Limited and YGM Trading Limited until September 2017.

Mr. Thaddeus Thomas BECZAK, aged 67, has been appointed as an independent non-executive director of the Company since 11 March 2005. He is also the chairman of audit and nomination committees, and a member of remuneration and risk management committees of the Company. Mr. BECZAK is currently an independent non-executive director of Singapore Exchange Limited (also acted as member of its risk management committee and regulatory conflicts committee) and Pacific Online Limited (also acted as member of its audit committee, nomination committee and remuneration committee). Mr. BECZAK is also an independent non-executive director of MUFG Securities Asia (Singapore) Limited and MUFG Securities Asia Limited.

Mr. BECZAK was previously an independent non-executive director of China Minsheng Financial Holding Corporation Limited (also acted as chairman of its nomination committee and member of audit committee and remuneration committee) until 13 July 2017, and the vice chairman of China Renaissance Holdings Limited and chairman of China Renaissance Securities (Hong Kong) Limited until June 2014. Mr. BECZAK was a senior advisor to Nomura International (Hong Kong) Limited and non-executive chairman of Nomura Asia Holding N.V. From September 1997 until December 2003, Mr. BECZAK was a director of Kerry Holdings Limited. During this period he also held various board and operating positions within the group including deputy chairman of SCMP Holdings Limited and publisher of South China Morning Post Publishers Limited, deputy chairman of Shangri-La Asia Limited, deputy chairman of Kuok Philippines Properties, a director of China World Trade Center Limited and a director of Kerry Properties Limited.

DIRECTORS AND SENIOR MANAGEMENT PROFILE

From November 1997 until December 2002, Mr. BECZAK was chairman of the Listing Committee of the Stock Exchange and a member of board of directors of the Stock Exchange from 1998 until 2001. From June 2001 until May 2007, he was a member of the Advisory Committee of the Securities and Futures Commission in Hong Kong. Currently, he is a member of the international advisory committee of the China Securities Regulatory Commission (CSRC).

Prior to joining the Kerry group, Mr. BECZAK was a managing director of J.P. Morgan Inc., and president of J.P. Morgan Securities Asia from 1990 until 1997. While at J.P. Morgan, Hong Kong, he was a director of the Bank of the Philippine Islands and a committee member of the Hong Kong Association of Banks.

Mr. BECZAK is a graduate of Georgetown University (B.S.F.S.) and Columbia University (M.B.A.). He is a member of the Board of Advisors of the School of Foreign Service at Georgetown.

Mr. FANG Fenglei, aged 66, has been appointed as an independent non-executive director of the Company since 13 March 2013, and is currently a non-executive and non-independent director and member of the Investment Committee of Global Logistic Properties Limited, the securities of which are listed on the Mainboard of Singapore Exchange Securities Trading Limited. Mr. Fang is also the chairman of HOPU Investment Management Co., Ltd. and chairman of Goldman Sachs Gaohua Securities Company Limited. Mr. FANG previously served as a deputy chief executive officer of China International Capital Corporation Limited and chief executive officer of both BOC International Holdings Limited and ICEA Finance Holdings Limited. Mr. FANG was also a non-executive director of China Mengniu Dairy Company Limited and an independent non-executive director of Central China Real Estate Limited. Mr. FANG holds a Bachelor of Arts degree from Sun Yat-sen University.

Mr. HE Di, aged 70, has been appointed as an independent non-executive director of the Company since 20 August 2016. He was appointed as the chairman of the board of directors of UBS Securities Company Limited in May 2015. After joining UBS in 1997, Mr. HE acted as the vice chairman of UBS Investment Banking and the Head of CCS China. He has participated and led most of the firm's milestone transactions such as restructuring and IPOs of SOEs, including Bank of China HK, Bank of China, China Merchants Bank, China Pacific Insurance, China Merchants Securities, New China Life, China Everbright Bank, COSCO, China Communications Construction Company Ltd, China Railway Engineering Corp etc.. He also led the IPOs of private companies including Mindray, SOHO, BYD Company etc., RT-Mart, Hon Hai/Foxconn Technology Group. In addition, he led the merger and acquisition of, and financing for PCCW, China Mobile, China Telecommunication, SINOPEC and etc.

Mr. HE has also been deeply involved UBS initiatives in China, including setting up the first fully licensed joint venture Securities firm – UBS Securities, as well as the first and largest QFII quota for UBS Equity and Asset Management.

Prior to joining UBS, Mr. HE was the co-founder and president of Standard International Investment and Management Co, a leading PRC consultancy and investment firm based in Beijing since 1993. He was a research fellow and assistant director of Institute of American Studies of CASS and studied Sino-U.S. relations for more than 10 years. He was also a visiting scholar at Stanford University, University of California Berkeley and Brookings Institution. Mr. HE graduated from the People's University of China with a Bachelor of Arts in History and Law in 1982 and later a Master of Arts in International Politics from John Hopkins University. He is co-founder and Director General of Boyuan Foundation, which was established in 2008.

DIRECTORS AND SENIOR MANAGEMENT PROFILE

Alternate Director

Mr. LAU Wai Kei, Ricky, aged 48, has been appointed as an alternate director to Mr. SUN Yanjun, a non-executive director of the Company since 5 November 2013, and is a partner of TPG where he has over 20 years of investment experience. Mr. LAU also serves as a director of Ingham Holdings I. Pty Limited and a director of WTT HK Limited. Mr. LAU was a director of China Grand Automotive Service Co. Ltd. until 16 July 2015 and an alternate director of Daphne International Holdings Limited until 24 April 2015 when his resignation took effect. Before joining TPG, Mr. LAU was responsible for the corporate and project finance division of Hopewell Holdings Limited ("**Hopewell**"), a regional infrastructure project developer. He joined Hopewell in 1993 and spearheaded the development and financing of several power and transportation projects in China, India and Thailand. Mr. LAU obtained an Executive MBA from Kellogg-HKUST and graduated from the University of British Columbia and he is a CFA charterholder.

Senior Management

Mr. LIU Shuang, aged 48, has been appointed as the chief operating officer of the Company on 18 February 2014 and is a director of certain subsidiaries of the Company. He is currently a director and the CEO of the Phoenix New Media Limited ("**PNM**"), a non-wholly owned subsidiary of the Company, whose shares are listed by way of American Depository Shares on the New York Stock Exchange in the United States.

Mr. LIU has served as a director and CEO of PNM since its inception in 2007. Mr. LIU has also served the Group from 2001 to the present in various management positions, including chief operating officer, vice president and director of business development in charge of new media investment, investment, finance, investor relationships, legal affairs, public affairs and development of the finance channel. Before joining the Group, Mr. LIU worked at Simpson Thacher & Bartlett LLP, Milbank, Tweed, Hadley & McCloy LLP and Morrison & Foerster LLP from 1996 to 2001. Mr. LIU is qualified in the New York State Bar, and received a J.D. degree from Duke University Law School, and a Bachelor's degree from University of International Business & Economic.

Mr. LIU is a nephew of Mr. LIU Changle, being the chairman and CEO of the Company.

Mr. YEUNG Ka Keung, aged 58, is the company secretary and a member of the risk management committee of the Company. He is the executive vice president and chief financial officer of the Group, a qualified accountant and a director of certain subsidiaries of the Company. Mr. YEUNG joined Phoenix TV in March 1996 and is in charge of all of Phoenix TV's internal and external financial management and arrangements as well as the supervision of legal, administration and personnel matters.

Mr. YEUNG graduated from the University of Birmingham and remained in the United Kingdom until 1992 after obtaining his qualification as a chartered accountant. Upon returning to Hong Kong, he worked at Hutchison Telecommunications and Star Television Limited in the fields of finance and business development.

Mr. HE Daguang, aged 60, is a member of the risk management committee of the Company. Mr. HE has been appointed as the executive vice president of the Group since 10 October 2015 and is a director of certain subsidiaries of the Company. Mr. HE joined Phoenix TV in 2001, since then he served as the chief financial officer (mainland China) and vice president of the Group. He currently is responsible for the Group's departmental coordination and daily affairs, the Company's daily operation as well as finance, human resources and administration affairs. Mr. HE graduated from Shaanxi Institute of Finance and Economics in 1983. Since his graduation, Mr. HE worked for China International Water & Electric Corporation as the deputy chief accountant and the managing director subsequently. During such period, Mr. HE was mainly responsible for business and financial management in respect of investment and development projects in collaboration with various international financial institutions.