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PHOENIX MEDIA INVESTMENT (HOLDINGS) LIMITED

鳳凰衛視投資（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02008)

**VOLUNTARY ANNOUNCEMENT
INCREASE IN SHAREHOLDING BY
THE CHAIRMAN AND SUBSTANTIAL SHAREHOLDER**

This announcement is a voluntary disclosure made by Phoenix Media Investment (Holdings) Limited (the “**Company**”).

The board of directors of the Company (the “**Board**”) was informed that on 9 June 2020, 10 June 2020 and 11 June 2020, Mr. Liu Changle (“**Mr. Liu**”), the chairman and substantial shareholder of the Company, through Today’s Asia Limited, had acquired on the market an aggregate of 2,200,000 shares of the Company, representing approximately 0.0441% of the entire issued share capital of the Company as at the date of this announcement (the “**Acquisitions**”).

Immediately after the Acquisitions, Mr. Liu’s shareholding in the Company (excluding share options) increased from approximately 37.18% to approximately 37.23%.

By Order of the Board
Phoenix Media Investment (Holdings) Limited
LIU Changle
Chairman

Hong Kong, 12 June 2020

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. LIU Changle (Chairman)(also an alternate director to Mr. CHUI Keung), Mr. CHUI Keung (also an alternate director to Mr. LIU Changle) and Mr. WANG Ji Yan (also an alternate director to Mr. LIU Changle and Mr. CHUI Keung)

Non-executive Directors

Mr. JIAN Qin, Mr. ZHANG Dong, Mr. HUANG Tao and Mr. SUN Qiang Chang

Independent Non-executive Directors

Mr. LEUNG Hok Lim, Mr. Thaddeus Thomas BECZAK, Mr. FANG Fenglei and Mr. HE Di

In the case of any inconsistency between the Chinese version and the English version of this announcement, the English version shall prevail.