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鳳凰衛視

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)

**SUPPLEMENTAL ANNOUNCEMENT IN RELATION TO
THE ANNUAL RESULTS ANNOUNCEMENT
FOR THE YEAR ENDED 31 DECEMBER 2023**

Reference is made to the annual results announcement of Phoenix Media Investment (Holdings) Limited (the “**Company**”) for the year ended 31 December 2023 published on 15 March 2024 (the “**Results Announcement**”). Unless the context otherwise requires, capitalised terms used in this announcement shall have the same meanings as those defined in the Results Announcement.

The Company wishes to clarify and supplement the following information regarding the implementation of a share repurchase program by PNM, a listed subsidiary of the Company and its impact on the Group’s equity interest in PNM:

MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES AND AFFILIATED COMPANIES

As at 31 December 2023, the Group’s equity interest in PNM increased to 54.68% (as at 31 December 2022: 54.49%) as a result of the repurchase of 42,585 American Depositary Shares (the “**ADS**”, each representing 48 Class A ordinary shares of PNM) by PNM under the PNM Repurchase Program (as defined below). Upon the expiry of the implementation period of the PNM Repurchase Program on 27 February 2024, PNM completed the repurchase of an aggregate of 120,981 ADS, whereby the Group’s equity interest in PNM was further increased to 55.04%.

PURCHASE, SALE OR REDEMPTION OF SECURITIES

The board of directors of PNM approved a share repurchase program on 27 September 2023 (the “**PNM Repurchase Program**”), pursuant to which PNM may repurchase up to US\$2,000,000 worth of its outstanding ADS, each representing 48 Class A ordinary shares of PNM, from time to time for a period not exceeding five (5) months commencing from 27 September 2023 (being the effective date of the PNM Repurchase Program) on the open market. For further information regarding the

PNM Repurchase Program, please refer to the announcement of the Company dated 27 September 2023. Upon the expiry of the implementation period of the PNM Repurchase Program on 27 February 2024, PNM had repurchased an aggregate of 120,981 ADS representing 5,807,088 Class A ordinary shares of PNM at a total repurchase amount of approximately US\$173,386 (in which 42,585 ADS representing 2,044,080 Class A ordinary shares of PNM were repurchased and 5,206,142 ADS remained outstanding as at 31 December 2023).

Save as disclosed above, the Company or any of its subsidiaries did not purchase or sell or redeem any of their listed securities during the year.

Save as disclosed above, all other information as set out in the Results Announcement remains unchanged. This announcement is supplemental to and should be read in conjunction with the Results Announcement.

The 2023 annual report of the Company will be despatched to the Shareholders and/or published on the website of the Stock Exchange and the Company's professional investor relation website on 25 April 2024.

By Order of the Board
Phoenix Media Investment (Holdings) Limited
Yeung Ka Keung
Company Secretary

Hong Kong, 24 April 2024

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

Executive Directors

Mr. XU Wei (Chairman and Chief Executive Officer) and Mr. SUN Yusheng (Deputy Chief Executive Officer and Editor-in-Chief)

Non-executive Directors

Ms. HO Chiu King, Pansy Catilina (Vice-chairman), Mr. SUN Guangqi and Ms. WANG Haixia

Independent Non-executive Directors

Mr. LEUNG Hok Lim, Mr. Thaddeus Thomas BECZAK, Mr. FANG Fenglei and Mr. ZHOU Longshan