

## 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) (於開曼群島註冊成立之有限公司)

(Stock Code 股份代號: 02008)

25 April 2024

Dear registered shareholder(s).

Phoenix Media Investment (Holdings) Limited (the "Company") - Notice of Availability - Notice of publication of 2023 Annual Report, Circular, Notice of Annual General Meeting and Proxy Form (collectively 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 Company at <a href="https://www.irasia.com/listoo/lk/phoenixtv/">https://www.irasia.com/listoo/lk/phoenixtv/</a> (the "Company's Website") and the website of the HKEXnews at <a href="https://www.hkexnews.hk">www.hkexnews.hk</a> (the "HKEXnews Website"). For the shareholders who have selected to receive the Corporate Communications (\*\*Note !) in printed form, the printed copy of the Current Corporate Communications is enclosed. If you have any difficulty in receiving or accessing to the Current Corporate Communications posted on the Company's Website for any reason, please write to the Company's Hong Kong branch share registrar (the "Share Registrar"), Hong Kong Registrars Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email to <a href="https://www.hkexnews.hk">phoenixmedia.ecom/@computershare.com/.hk</a> specifying your name, address and request. The Company will promptly upon receipt of your request send the Current Corporate Communications to you in printed form free of charge.

#### Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07 of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") under the expansion of paperless listing regime and electronic dissemination of Corporate Communications that came into effect on 31 December 2023, the Company is writing to inform you that the Company has adopted electronic dissemination of Corporate Communications. Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the Company's Website and the HKEXnews Website in place of printed copies.

#### Solicitation of Electronic Contact Details

To ensure timely receipt of the latest Corporate Communications, the Company recommends you to provide your email address by scanning your personalized QR code printed on the reply form on the reverse side (the "**Reply Form**"). Alternatively, you may sign and return the Reply Form to the Company's 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, (i) you may be unable to receive any notifications regarding the publication of Corporate Communications; (ii) you may need to proactively check the Company's Website and the HKEXnews Website to keep up with the publication of Corporate Communications; and (iii) the Company will send the Actionable Corporate Communications<sup>(Note 2)</sup> in printed form in the future.

If you want to receive the future Corporate Communications in printed form, please complete the Reply Form and send it to the Share Registrar by post at the above address or send an email to <a href="mailto:phoenixmedia.ecom@computershare.com.hk">phoenixmedia.ecom@computershare.com.hk</a> specifying your name, address and request to receive the future Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully, By Order of the Board Phoenix Media Investment (Holdings) Limited YEUNG Ka Keung Company Secretary

- Note 1: Corporate Communications mean 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 financial report, (c) the interim report and, where applicable, its summary financial report, (d) the interim report and the interim report and the interimental report and t interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
- Note 2: Actionable Corporate Communication is any Corporate Communication that seeks instructions from issuer's registered securities holders on how they wish to exercise their rights or make an election as the issuer's registered securities holder.

各位登記股東:

# 鳳凰衛視投資(控股)有限公司(「本公司」)- 可供查閱通知 - 2023 年年報、股東週年大會通函、通告及代表委任表格(統稱「本次公司通訊」)之刊發通知

本公司的本次公司通訊備有中、英文版本,並已上載於本公司網站 <a href="https://www.irasia.com/listco/hk/phoenixtv/">https://www.irasia.com/listco/hk/phoenixtv/</a> (「本公司網站」)及香港聯合交易所有限公司披露易網站 <a href="https://www.hkexnews.hk">www.hkexnews.hk</a> (「披露易網站」),歡迎瀏覽。若 閣下已選擇收取公司通訊"<sup>mezi</sup>"之印刷本,則隨函附奉本次公司通訊印刷本。 閣下若因任何理由以致在收取或接收載於本公司網站上的本次公司通訊出現困難, 閣下可以書面方式通知本公司的香港股份過戶登記處分處(「股份過戶處」)香港證券登記有限公司,地址為香港灣仔皇后大道東 183 號合和中心 17M 樓或電郵至 <a href="phoenixmedia.ecom@computershare.com.hk">phoenixmedia.ecom@computershare.com.hk</a> , 並註明 閣下的姓名、地址以及要求。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。

## 以電子方式發佈公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化上市機制及以電子方式發佈公司通訊規定下香港聯合交易所有限公司證券上市規則(「**上市規則**」)第 2.07 條,本公司謹此通知 閣下,本公司已採用以電子方式發佈公司通訊之安排。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和披露易網站上提供,以代替印刷本。

### 徵集電子聯絡資料

為確保及時收到最新的公司通訊,本公司建議 閣下透過掃描本函背頁之回條(「**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,下也可以簽署回條並交回股份過戶處。 関

如果公司沒有收到 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,(i)閣下或將無法收到任何有關發佈公司通訊的通知;(ii)閣下或需要主動查看本公司網站和披露易網站以留意公司通訊的發佈;及(iii)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(ME))。

若 閣下希望收取未來公司通訊之印刷本,請填妥回條並交回股份過戶處或發送電郵至 phoenixmedia.ecom@computershare.com.hk,並註明 閣下的姓名、地址以及收取未來公司通訊印刷本的要求。 請注意,收取未來公司通訊印刷本之指示由收悉 閣下指示當日起計一年內有效,此後將失效。

閣下對本函件有任何疑問,請於辦公時間星期一至五(香港公眾假期除外)上午9時正至下午6時正(香港時間)期間致電股份過戶處(852)2862 8688 查

承董事會命 鳳凰衛視投資(控股)有限公司

2024年4月25日

附註 1: 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佈或將要發佈的任何文件,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 務簡要報告;(b) 中期報告及其中期報告簡要(如適用);(c) 會議通知;(d) 上市文件;(e) 通函;及(f) 代表委任表格。

附註2:可供採取行動的公司通訊指任何涉及要求發行人的登記證券持有人指示其擬如何行使其有關登記證券持有人的權利或作出選擇的公司通訊。

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REPLY FORM 回信	REPLY	<b>FORM</b>	回條
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Hong Kong Registrars Limited (The "Share Registrar")

17M Floor, Hopewell Centre

183 Oueen's Road East, Wanchai, Hong Kong

香港證券登記有限公司(「股份過戶處」)

香港灣仔皇后大道東 183 號

合和中心 17M 樓

(Please choose ONLY ONE of the options below) (請從以下選項中**只選擇其中一項**)

Personalized QR Code 專屬二維碼

Option 1: Provide your email address for receipt of future Corporate Communications\* of the Company via electronic dissemination by scanning your personalized QR code

選項1:

掃瞄 <u>閣下專屬二維碼</u>提供 閣下之電子郵件地址,以接收公司通過電子方式 發佈的未來公司通訊

You are **NOT required** to return this Reply Form if you choose Option 1. 如選擇了選項1, 閣下無須交回本回條。

Option 2: I/we hereby provide my/our email address in writing for receipt of future Corporate Communications* of the following listed company (the					
"Company") via electronic dissemination					
選項 2: 本人/吾等現以書面提供本人/吾等之電子郵	<b>邓件地址,以確保收到以下上市公司(「公司</b>	」)通過電子方式發佈的未來公司通訊。			
Name of Securities holder(s) 證券持有人姓名:  Name of the listed company 上市公司名稱:					
Phoenix Media Investment (Holdings) Limited					
Email address 電郵地址: (Notes 3 / 附註 3)					
Option 3: I/we hereby request for receipt of Corpor	rate Communications* in printed form (Please	mark "\" in the below boy if applicable)			
選項3: 本人/吾等現要求收取公司通訊*印刷版 (	•	mark - in the below box it applicable)			
receive future Corporate Communications* in printed 收取未來公司通訊*的印刷本,並已知悉本指示由收	copy and noted that this instruction is valid only for 文取指示日期起計一年內有效。 <sup>(附註 5)</sup>	one year starting from the receipt date of instruction	on. (Notes 5)		
Signature(s): (Notes 1)	Contact number:	Date:			
· 公子:(附註1)	聯絡電話號碼:	日期:			

- Notes 例註.

  1. Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid. 請清楚填受 間下之所有資料。如屬聯名股東,則本回條須由所有聯名股東聯合簽署,方為有效。

  2. Any Reply Form with no signature or otherwise incorrectly completed will be void. 任何回條若未有簽蓄或在其他方面接入正確,則本回條須由所有聯名股東聯合簽署,方為有效。

  3. If the Company does not receive a functional email address in your reply, you will be unable to receive notifications regarding the publication of Corporate Communications\*. 如公司资有权到 間下的有效電子動作地地,即有限工程的企业,但是一个专业的有效。如公司资本的有效量,但是一个专业的有效量,但是一个专业的有效。

  4. If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered. 如 間下透過一維電子動作地上對音波用於意思。

  5. If you mark "V" in the box in Option 3, no email address will be registered and only Corporate Communications\* in printed form will be received. 如 間下在運噴 3 方格內動上 (V) 號,將不會有電子動作地拉發發記,只有公司通訊。你只剩底會被收取。

  6. For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 為免存變,在本回線上的任何額外指示,公司將不予確理。

- Unless otherwise specified, Corporate Communications refer to 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 the annual report, interim report, notice of meeting, circular and proxy form.
  脉序另音形,公司圆形外指公司已被比较条件的磁步的特有人参照或採取行動的任何文件,其中包括但不限於年報、中期報告、會議通告、通路及代表委任表格。

# PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料費明

- 個人資料種明

  "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").

  本聲明中所指的「個人資料」與香港法例第 486 章 (個人資料 (私隱) 條例)(「《私隱條例)」)中「個人資料」的涵義相同。

  Your Personal Data provided in this Reply Form will be used in connection with, including but not limited to, the Company's electronic dissemination of Corporate Communications\* and to liaise with you on other matters relating to your holdings in the Company, Your supply of Personal Data to the Company is on Laws In case of a failure to provide sufficient information, the Company may not be able to process your instruction and/or request as stated in this Reply Form.

  图下於本回條所提供的風,資料附下放射的性,因此有一个成功的情况,以下,我们不是一个成功的情况,可能是一个成功的情况,我们不是一个成功的情况,我们不是一个成功的情况,我们就会看到一个成功的情况,我们就会看到一个成功的情况,我们就会看到一个成功的情况,我们就会看到一个成功的情况,我们就会看到一个成功的情况,我们就会看到一个成功的情况,我们就会就会看到一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会是一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家的情况,我们就会一个大家

Mailing Label 郵寄標籤

Computershare Hong Kong Investor Services Limited 香港中央證券登記有限公司 Freepost No. 簡便回郵號碼:37 Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us. No postage is necessary if posted in Hong Kong.