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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)

CHANGE OF NON-EXECUTIVE DIRECTOR

The Board hereby announces that Mr. SHA Yuejia has tendered his resignation as a non-executive director of the Company with effect from 16 November 2018, and Mr. JIAN Qin has been appointed as a non-executive director of the Company with effect from 16 November 2018.

The board of directors (the “**Board**”) of Phoenix Media Investment (Holdings) Limited (the “**Company**”) announces that Mr. SHA Yuejia (“**Mr. SHA**”) has tendered his resignation as a non-executive director of the Company due to his retirement, with effect from 16 November 2018. Mr. SHA has confirmed that there is no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the holders of securities of the Company or The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Board would like to take this opportunity to express its sincere gratitude and appreciation to Mr. SHA for his past contribution to the Company.

The Board also announces that Mr. JIAN Qin (“**Mr. JIAN**”) has been appointed as a non-executive director of the Company with effect from 16 November 2018. The biographical details of Mr. JIAN are as follows:

Mr. JIAN Qin

Mr. JIAN Qin, aged 52, has been appointed as the vice president of China Mobile Communications Group Co. Ltd. since November 2017, and a director and deputy general manager of China Mobile Communication Company Limited since January 2018. Mr. JIAN is principally in charge of marketing, customer service, corporate customer management and IT management matters of China Mobile.

Mr. JIAN previously served as deputy director of Jiangxi Nanchang Telecommunications Bureau, general manager of China Mobile Nanchang Branch, director and deputy general manager of China Mobile Jiangxi Branch, chairman and general manager of China Mobile Jiangxi Branch, China Mobile Sichuan Branch and China Mobile Guangdong Branch.

Mr. JIAN graduated from Beijing University of Posts and Telecommunications, received a master's degree from School of Management, University at Buffalo and a doctoral degree from Jiangxi University of Finance and Economics. He is a senior engineer with over 29 years of experience in the telecommunication industry.

Save as disclosed above, Mr. JIAN has not previously held and is not holding any other position with the Company or its subsidiaries. Mr. JIAN did not hold any other directorships in any listed companies in Hong Kong or overseas in the last three years and does not have any other major appointments and professional qualifications. Mr. JIAN does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company for the purpose of the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**"). As at the date of this announcement, Mr. JIAN does not have any interests in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

There is no service contract entered into between the Company and Mr. JIAN. Mr. JIAN is not appointed for a specific term and shall hold office until the conclusion of the next following general meeting of the Company after his appointment and shall then be eligible for re-election. Mr. JIAN will not receive any emoluments from the Company for his position as a non-executive director which is on the same basis with the other current non-executive directors.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Mr. JIAN as a non-executive director of the Company that need to be brought to the attention of the holder of securities of the Company, and there is no information relating to Mr. JIAN that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to give its warmest welcome to Mr. JIAN for joining the Board.

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

Hong Kong, 16 November 2018

As at the date of this announcement, the board of directors of the Company 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. XIA Bing, Mr. GONG Jianzhong and Mr. SUN Yanjun

Independent Non-executive Directors

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

Alternate Director

Mr. LAU Wai Kei, Ricky (an alternate director to Mr. SUN Yanjun)