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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)**

**VOLUNTARY ANNOUNCEMENT  
IN RELATION TO  
STRATEGIC COOPERATION MEMORANDUM**

This is a voluntary announcement made by Phoenix Media Investment (Holdings) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 16 November 2018, Phoenix Satellite Television Company Limited, an indirect wholly-owned subsidiary of the Company, entered into a strategic cooperation memorandum (the “**Memorandum**”) with Alibaba (China) Company Limited\* (阿里巴巴(中國)有限公司) (“**Alibaba**”).

**THE MEMORANDUM**

Pursuant to the Memorandum, both parties expressed their intention to explore opportunities for possible cooperation in the areas of programmes contents, products, platforms, internet technologies such as cloud computing and big data, as well as in fields such as cross-sector innovation, capital investment, middle-tier technology and data sharing, technological innovation transformation of Alibaba DAMO Academy and in the broadcast sector and to enter into binding strategic cooperation agreement(s) within the one-year validity of the Memorandum.

**NON-BINDING EFFECT**

The Memorandum does not constitute any legally binding commitment between the parties, save and except for ancillary provisions relating to, amongst others, confidentiality, governing law and jurisdiction, etc.

**INFORMATION ON ALIBABA**

Alibaba is a company incorporated in the People’s Republic of China (“**PRC**”) with limited liability. It is an indirect wholly-owned subsidiary under the Alibaba Group Holding Limited, whose shares of which are listed on the New York Stock Exchange in the United States. Its businesses comprise core commerce, cloud computing, digital media and entertainment, and innovation initiatives.

## **REASONS FOR ENTERING INTO THE MEMORANDUM**

The Group has developed from a leading satellite television operator broadcasting in the PRC and all around the world to one of the world's most influential omni-media corporations. The Group's business portfolio covers many aspects of media like television broadcasting, internet media, outdoor media, OTT platform, social media, mobile application and publishing. Its diversity has also expanded to animated comics, games, digital technologies, creative cultural, cloud technology services, education, exhibitions and other fields.

The Board is of the view that the possible cooperation with Alibaba will benefit the implementation of the Group's strategic goal of "leveraging the Company's brand influence and professionalism to build an internationally leading high-tech omni-media group focused on content operations and driven by cross-sector integration".

## **GENERAL**

The Board would like to emphasize that the Memorandum may or may not lead to the entering of any binding agreement(s), and the commercial cooperation contemplated therein may or may not proceed. Shareholders and potential investors of the Company should exercise caution when dealing in the securities of the Company.

Hong Kong, 19 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)*

\* *For identification purpose only*