

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



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  
APPOINTMENT OF CHIEF OPERATING OFFICER**

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

The board of directors of the Company (the “**Board**”) is pleased to announce that Mr. LI Qi (“**Mr. LI**”) has been appointed as the Chief Operating Officer (the “**COO**”) of the Group with effect from 12 May 2023.

Mr. LI, aged 44, joined Phoenix Satellite Television Company Limited in July 2021. He is currently the Executive Vice President (the “**EVP**”) of the Group and director of certain subsidiaries of the Company, responsible for the Group’s financial budgeting, capital investments and daily operations.

As EVP and COO, Mr. LI will continue to be responsible for the Group’s financial budgeting, capital investments and daily operations. The Board would like to convey its warmest regards to Mr. LI for his new title.

By Order of the Board  
**Phoenix Media Investment (Holdings) Limited**  
**Xu Wei**

*Chairman and Chief Executive Officer*

Hong Kong, 12 May 2023

*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, Mr. JIAN Qin and Ms. WANG Haixia*

***Independent Non-executive Directors***

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