

PHOENIX MEDIA INVESTMENT (HOLDINGS) LIMITED
(“Company”)

SHAREHOLDERS COMMUNICATION POLICY

1. PURPOSE

- 1.1 This Policy aims to set out the provisions with the objective of ensuring that Company’s shareholders, both individual and institutional (collectively, “**Shareholders**”), and, in appropriate circumstances, the investment community at large, are provided with ready, equal and timely access to balanced and understandable information about the Company (including its financial performance, strategic goals and plans, material developments, governance and risk profile), in order to enable Shareholders to exercise their rights in an informed manner, and to allow Shareholders and the investment community to engage actively with the Company.
- 1.2 For the purpose of this Policy, references to the investment community is intended to include the Company’s potential investors as well as analysts reporting and analyzing the Company’s performance.

2. GENERAL POLICY

- 2.1 The board of directors of the Company (“**Board**”) shall maintain an on-going dialogue with Shareholders and the investment community, and will review this Policy and its implementation and effectiveness on an annual basis.
- 2.2 Information shall be communicated to Shareholders and the investment community mainly through the Company’s financial reports (interim and annual reports), annual general meetings and other general meetings that may be convened, as well as by making available all the disclosures submitted to The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) and its corporate communications and other corporate publications on the Stock Exchange’s website and Company’s investor relations website.
- 2.3 Effective and timely dissemination of information to Shareholders and the investment community shall be ensured at all times. Any question regarding this Policy shall be directed to the Company Secretary of the Company.

3. COMMUNICATION STRATEGIES

Shareholders’ enquiries

- 3.1 Shareholders should direct their questions about their shareholdings to the Company’s Registrar.
- 3.2 For other questions, Shareholders may at any time send their enquiries either

by post to the Company Secretary of the Company at No. 2-6 Dai King Street, Tai Po Industrial Estate, Tai Po, N.T., Hong Kong or by email at hkcss@phoenixtv.com (most recommended), together with their names and contact details, in order to facilitate timely and effective communications.

- 3.3 Shareholders and the investment community may at any time make a request for the Company's information to the extent such information is publicly available.
- 3.4 Shareholders are encouraged to raise their queries at the Shareholders' meeting where directors and members of the senior management of the Company will be available to respond.

Corporate Communication*

- 3.5 Corporate communication will be provided to Shareholders in plain language and in both English and Chinese versions to facilitate Shareholders' understanding. Shareholders are encouraged to access the Company's corporate communications electronically via the Company's Corporate Website (as defined below) to help protect the environment. If applicable, Shareholders may change their choice of language (either English and/or Chinese) or means of receipt of the corporate communications (in hard copy or through electronic means).

Corporate Website

- 3.6 Information on the Company's professional investor relation website www.irasia.com/listco/hk/phoenixtv ("**Corporate Website**") is updated on a regular basis.
- 3.7 Information released by the Company to Stock Exchange is also posted on the Corporate Website immediately thereafter. Such information includes financial statements, results announcements, circulars and notices of general meetings and associated explanatory documents and other regulatory disclosures etc.

Shareholders' Meetings

- 3.8 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at meetings for and on their behalf if they are unable to attend the meetings.
- 3.9 Appropriate arrangements for the annual or extraordinary general meetings shall be in place to encourage Shareholders' participation.
- 3.10 The process of the Company's general meetings will be monitored and reviewed on a regular basis, and, if necessary, changes will be made to ensure that Shareholders' needs are best served.
- 3.11 Board members, including the chairman of the Board and chairmen of Board committees (or if they have genuine and good reasons for not attending, their

respective delegates), appropriate management executives and external auditors will attend the Company's annual general meetings to answer Shareholders' questions. In addition, chairman of independent Board committee (if any) will attend any general meeting to approve connected transaction or any other transaction of the Company that requires independent Shareholders' approval.

- 3.12 Shareholders are encouraged to attend shareholders' activities organised by the Company, if any, where information about the Company, including its latest strategic plan, products and services etc will be communicated.

Investment Market Communications

- 3.13 Investor/analysts briefings and one-on-one meetings, roadshows, media interviews, marketing activities for investors and specialist industry forums etc. may be arranged at such time as appropriate in order to facilitate communication between the Company, Shareholders and the investment community.

4. SHAREHOLDER PRIVACY

- 4.1 The Company recognises the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless required by law to do so.

* Corporate Communication refers to any document 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 directors' report and annual accounts together with a copy of the auditor's report, the interim report, a notice of meeting, a circular and a proxy form.

(Adopted on 1 April 2012 and amended on 18 March 2022)