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鳳凰衛視

PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED

鳳凰衛視控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02008)

**INSIDE INFORMATION IN RELATION TO
WITHDRAWAL OF APPLICATION FOR
THE DOMESTIC FREE TELEVISION PROGRAMME SERVICE LICENCE
IN HONG KONG**

This announcement is made by Phoenix Satellite Television Holdings Limited (the “**Company**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Reference is made to the announcement of the Company dated 19 September 2016 in relation to the submission of an application for a Domestic Free Television Programme Service Licence in Hong Kong with digital terrestrial transmission to the Communications Authority by Phoenix Hong Kong Television Limited (“**Phoenix HK**”), an indirect wholly-owned subsidiary of the Company, on 6 May 2016 (the “**Application**”).

In light of (i) the current unfavourable market condition for domestic free television programme service in Hong Kong and (ii) the change in the business/investment direction of the Company, the board of directors of the Company resolved to withdraw the Application and accordingly Phoenix HK has submitted a written notice to the Communication Authority regarding the withdrawal of the Application on 18 August 2017.

By order of the Board
Phoenix Satellite Television Holdings Limited
LIU Changle
Chairman

Hong Kong, 18 August 2017

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. SHA Yuejia, 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)