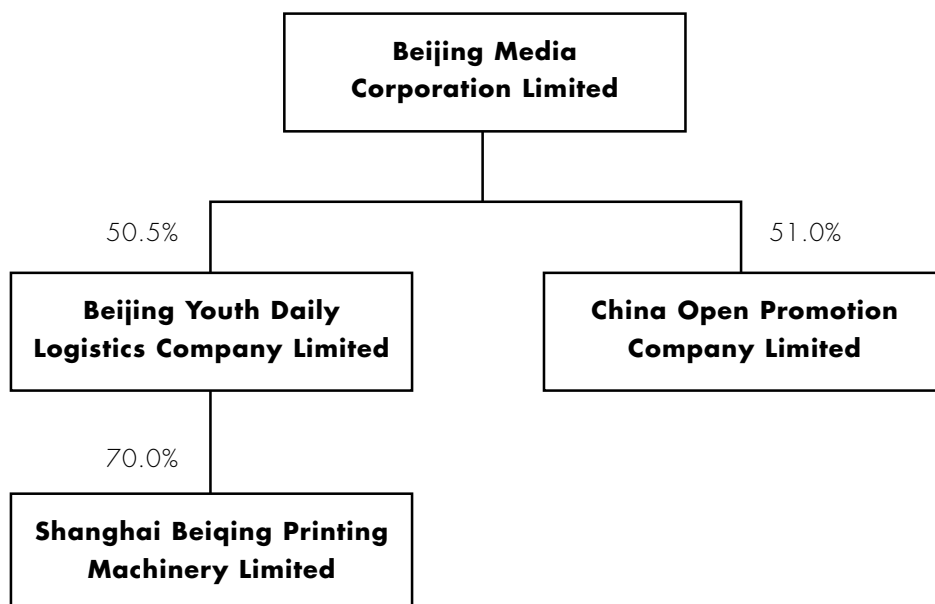


## Company Profile

Beijing Media Corporation Limited (the “Company”, together with its subsidiaries, collectively the “Group”) is one of the leading PRC media companies. The Company ranked first in Beijing and second in the PRC as at the end of 2004 in terms of advertising revenue from a single newspaper. The Company’s main advertising medium is Beijing Youth Daily, which was the second largest newspaper in Beijing in terms of circulation in 2003 and ranked first among all the daily newspapers in Beijing in terms of advertising revenue in the same year. The other core business of the Group comprises the production of newspapers and trading of print-related materials and organization of large events. The Company was listed on the Main Board of The Stock Exchange of Hong Kong Limited (“SEHK”) on 22 December 2004.

## Company Structure



## Stock Information

- Stock Code: 1000
- Board Lot: 500 shares
- Number of Shares Issued (as at 31 December 2004): 197,310,000
- Market Value (as at 31 December 2004): HK\$4.4 billion
- Financial Year End: 31 December
- Bloomberg’s Stock Machine Search Code: 1000 HK Equity
- Reuters Stock Machine Search Code: 1000. HK