

Company Profile

Beijing Media Corporation Limited (the “Company”, together with its subsidiaries, collectively the “Group”) is one of the leading media companies in the PRC. The Company’s main advertising medium is Beijing Youth Daily (“BYD”). According to the data obtained from 北京慧聰國際資訊有限公司 (“Beijing Hui Cong International Information Co. Ltd.”) BYD’s advertising revenue calculated based on the standard unit fee per rate card ranked the second in Beijing and third in the PRC as at the end of 2005. Other core businesses of the Group include the production of newspapers, 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 (the “Stock Exchange”) on 22 December 2004.

Company Structure



Stock Information

- Stock Code: 1000
- Board Lot: 500 shares
- Number of Shares Issued (as at 31 December 2005): 197,310,000
- Market Value (as at 31 December 2005): HK\$2.1 billion
- Financial Year End: 31 December
- Bloomberg’s Stock Machine Search Code: 1000 HK Equity
- Reuters Stock Machine Search Code: 1000. HK