



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)
(於開曼群島註冊成立之有限公司)
(Stock Code 股份代號: 02008)

24 April 2025

Dear non-registered shareholder(s)^(Note 1),

**Phoenix Media Investment (Holdings) Limited (the “Company”) – Notice of Availability
- Notice of publication of 2024 Annual Report, Circular and Notice of Annual General Meeting (collectively the “Current Corporate Communications”)**

The Current Corporate Communications of the Company have been published in English and Chinese languages and are available on the website of the Company at <https://www.irasia.com/listco/hk/phoenixtv/> (the “Company’s Website”) and the website of the HKEXnews at www.hkexnews.hk (the “HKEXnews Website”). If you have selected to receive the Corporate Communications^(Note 2) in printed form, the printed copy of the Current Corporate Communications is enclosed. If you have any difficulty in receiving or accessing to the Current Corporate Communications posted on the Company’s Website for any reason, please write to the Company’s Hong Kong branch share registrar (the “Share Registrar”), Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong or by email to phoenixmedia.ecom@computershare.com.hk specifying your name, address and request. The Company will promptly upon receipt of your request send the Current Corporate Communications to you in printed form free of charge.

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07 of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023, the Company is writing to inform you that the Company has adopted electronic dissemination of Corporate Communications. Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the Company’s Website and the HKEXnews Website in place of printed copies.

As a non-registered shareholder, if you wish to receive Corporate Communications from the Company pursuant to the Listing Rules, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the “Intermediaries”) and provide your email address to your Intermediaries.

If the Company does not receive your functional email address from the Intermediaries, until such time that the functional email address is provided to the Intermediaries, (i) you may be unable to receive any notifications regarding the publication of Corporate Communications; and (ii) you may need to proactively check the Company’s Website and the HKEXnews Website to keep up with the publication of Corporate Communications.

If you want to receive the future Corporate Communications in printed form, please complete and return the Reply Form on the reverse side to the Share Registrar or send an email to phoenixmedia.ecom@computershare.com.hk specifying your name, address and request to receive the future Corporate Communications in printed form.

Should you have any queries relating to this letter, please contact the Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully,
By Order of the Board
Phoenix Media Investment (Holdings) Limited
YEUNG Ka Keung
Company Secretary

Note 1: This letter is addressed to non-registered shareholder(s) (“non-registered shareholder”) refers to such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communications.

Note 2: Corporate Communications refer to any documents 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 (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位非登記股東^(附註 1)：

**鳳凰衛視投資（控股）有限公司（「本公司」）- 可供查閱通知
- 2024 年年報、股東週年大會通函及通告（統稱「本次公司通訊」）之刊發通知**

本公司的本次公司通訊備有中、英文版本，並已上載於本公司網站 <https://www.irasia.com/listco/hk/phoenixtv/>（「本公司網站」）及香港聯合交易所有限公司披露易網站 www.hkexnews.hk（「披露易網站」），歡迎瀏覽。若閣下已選擇收取公司通訊^(附註 2)之印刷本，則隨函附奉本次公司通訊印刷本。閣下若因任何理由以致在收取或接收載於本公司網站上的本次公司通訊出現困難，閣下可以書面方式通知本公司的香港股份過戶登記處分處（「股份過戶處」）香港中央證券登記有限公司，地址為香港灣仔皇后大道東 183 號合和中心 17M 樓或電郵至 phoenixmedia.ecom@computershare.com.hk，並註明閣下的姓名、地址以及要求。本公司將於接到閣下通知後，盡快向閣下免費發送有關本次公司通訊文件的印刷本。

以電子方式發佈公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化上市機制及以電子方式發佈公司通訊規定下香港聯合交易所有限公司證券上市規則（「上市規則」）第 2.07 條，本公司謹此通知閣下，本公司已採用以電子方式發佈公司通訊之安排。請注意，所有未來公司通訊的英文版和中文版將在本公司網站和披露易網站上提供，以代替印刷本。

作為非登記股東，如有意根據《上市規則》收取公司通訊，閣下應聯絡閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「中介公司」），並向閣下的中介公司提供閣下的電子郵件地址。

如果本公司沒有從中介公司收到閣下的有效電子郵件地址，直至中介公司收到閣下有效的電子郵件地址前，(i) 閣下或無法收到任何有關發佈公司通訊的通知；(ii) 閣下或需要主動查看本公司網站和披露易網站以留意公司通訊的發佈。

若閣下希望收取未來公司通訊之印刷本，請填妥本函背頁之回條並交回股份過戶處或發送電郵至 phoenixmedia.ecom@computershare.com.hk，並註明閣下的姓名、地址以及收取未來公司通訊印刷本的要求。

如閣下對本函件有任何疑問，請於辦公時間星期一至五（香港公眾假期除外）上午 9 時正至下午 6 時正（香港時間）期間致電股份過戶處 (852) 2862 8688 查詢。

承董事會命
鳳凰衛視投資（控股）有限公司
公司秘書
楊家強

2025 年 4 月 24 日

附註 1：此函件乃向本公司之非登記股東發出（「非登記股東」指股份存放於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知，希望收到公司通訊）。

附註 2：公司通訊是指本公司為向其任何證券持有人提供資訊或提醒其採取行動而發佈或將要發佈的任何文件，包括但不限於(a) 董事報告、年度帳目以及審計報告副本以及（如適用）財務摘要報告；(b) 中期報告及其中期報告摘要（如適用）；(c) 會議通知；(d) 上市文件；(e) 通函；及 (f) 代表委任表格。



REPLY FORM 回條

To: Computershare Hong Kong Investor Services Limited (The "Share Registrar") 致：香港中央證券登記有限公司（「股份過戶處」）
17M Floor, Hopewell Centre 香港灣仔皇后大道東 183 號
183 Queen's Road East, Wanchai, Hong Kong 合和中心 17M 樓

REMINDER 提示

As a non-registered shareholder, if you wish to receive Corporate Communications* pursuant to the Listing Rules, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

作為非登記股東，如有意根據《上市規則》收取公司通訊*，閣下應聯絡代閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「中介公司」），並向閣下的中介公司提供閣下的電子郵件地址。

Request for Corporate Communications* in printed form / 要求收取公司通訊*印刷版

(Please mark "✓" in the below box if applicable) (如適用，請在以下方格內劃上「✓」號)

Name of the listed company (the "Company"): Phoenix Media Investment (Holdings) Limited

上市公司（「公司」）名稱：鳳凰衛視投資（控股）有限公司

☐ I/we would like to receive future Corporate Communications* in printed form.
本人 / 我們欲收取未來公司通訊*的印刷版。

Name(s) of Non-registered shareholder(s):
非登記股東姓名：

Signature(s):
簽名：

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact number:
聯絡電話號碼：

Date:
日期：

Notes:
附註：

- This letter is addressed to non-registered shareholder(s) ("Non-registered shareholder" refers to such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications*). 此函件乃向公司之非登記股東（「非登記股東」指股份存放於中央結算及交收系統的人士或公司，已透過香港中央結算有限公司不時向公司發出通知，表示欲收取公司通訊*）發出。 Please complete all your details clearly. 請閣下清楚填寫所有資料。
- Any form with no box marked (✓), with no signature or otherwise incorrectly completed will be void. 如在本表格未有在方格內劃上「✓」號，或未有簽署，或在其他方面填寫不正確，則本表格將會作廢。
- For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 為免存疑，在本回條上的任何額外指示，公司將不予處理。

* Unless otherwise specified, Corporate Communications refer to any documents 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 annual report, interim report, notice of meeting, circular and proxy form. 除非另有註明，公司通訊乃指公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於年報、中期報告、會議通告、通函及代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT
收集個人資料聲明

- "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO"). 本聲明中所指的「個人資料」與香港法例第 486 章《個人資料（私隱）條例》（「《私隱條例》」）中「個人資料」的涵義相同。
- Your Personal Data provided in this Reply Form will be used in connection with the Company's electronic dissemination of Corporate Communications*. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to process your instructions and/or requests as stated in this Reply Form. 閣下於本回條所提供的個人資料將用於有關公司以電子方式發佈公司通訊*的事宜上。閣下是自願向本公司提供個人資料。若閣下未能提供足夠資料，本公司可能無法處理閣下在本回條上所述的指示及/或要求。
- Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such period as may be necessary for our verification and record purposes. 閣下的個人資料披露或轉移給公司的附屬公司、股份過戶處、及/或其他公司或團體，並將在適當期間保留該等個人資料作核實及紀錄用途。
- You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at PrivacyOfficer@computershare.com.hk. 閣下有權根據《私隱條例》的條文查閱及/或修改閣下的個人資料。任何該等查閱及/或修改個人資料的要求均須以書面方式郵寄至股份過戶處（地址為香港灣仔皇后大道東 183 號合和中心 17M 樓）向香港隱私主任提出，或發送電郵至 PrivacyOfficer@computershare.com.hk。

Mailing Label 郵寄標籤

Computershare Hong Kong Investor Services Limited
香港中央證券登記有限公司
Freepost No. 簡便回郵號碼：37
Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us.
No postage is necessary if posted in Hong Kong.

當閣下寄回此回條時，請將郵寄標籤剪貼於信封上。
如在本港投寄，閣下無需支付郵費或貼上郵票。