



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)

1 September 2025

Dear registered shareholder(s),

**Phoenix Media Investment (Holdings) Limited (the “Company”) – Notice of Availability
– Notice of publication of 2025 Interim Report (the “Current Corporate Communication”)**

The Current Corporate Communication of the Company has 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 1) in printed form, the printed copy of the Current Corporate Communication is enclosed. If you have any difficulty in receiving or gaining access to the Current Corporate Communication 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 Communication 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.

Solicitation of Electronic Contact Details

To ensure timely receipt of the latest Corporate Communications, the Company recommends you to provide your email address by scanning your personalized QR code printed on the reply form on the reverse side (the “Reply Form”). Alternatively, you may sign and return the Reply Form to the Share Registrar.

If the Company does not receive a functional email address in your reply, until such time that the functional email address is provided to the Share Registrar, (i) you may be unable to receive any notifications regarding the publication of Corporate Communications; (ii) you may need to proactively check the Company’s Website and the HKEXnews Website to keep up with the publication of Corporate Communications; and (iii) the Company will send the Actionable Corporate Communications^(Note 2) in printed form in the future.

If you want to receive the future Corporate Communications in printed form, please complete the Reply Form and send it to the Share Registrar by post at the above address 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. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

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: 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.

Note 2: Actionable Corporate Communications refer to any Corporate Communications that seek instructions from issuer’s registered securities holders on how they wish to exercise their rights or make an election as the issuer’s registered securities holder.

各位登記股東：

**鳳凰衛視投資（控股）有限公司（「本公司」）- 可供查閱通知
- 2025 年中期報告（「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1)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^(附註2)（「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。

徵集電子聯絡資料

為確保及時收到最新的公司通訊，本公司建議閣下透過掃描本函背頁之回條（「回條」）上列印的閣下專屬二維碼來提供閣下的電子郵件地址。或者，閣下也可以簽署回條並交回股份過戶處。

如果本公司沒有收到閣下的有效電子郵件地址，直至股份過戶處收到閣下有效的電子郵件地址前，(i) 閣下或將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；及(iii)本公司未來將以印刷本形式發送可供採取行動的公司通訊^(附註2)。

若閣下希望收取未來公司通訊之印刷本，請填妥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。請注意，收取未來公司通訊印刷本之指示由收悉閣下指示當日起計一年內有效，此後將失效。

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 9 月 1 日

附註 1：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。

附註 2：可供採取行動的公司通訊指任何涉及要求發行人的登記證券持有人指示其擬如何行使其有關登記證券持有人的權利或作出選擇的公司通訊。

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

(Please **choose ONLY ONE** of the options below)
(請從以下選項中**只選擇其中一項**)

Personalized QR Code
專屬二維碼

Option 1: Provide your email address for receipt of future Corporate Communications* of the Company via electronic dissemination by scanning your personalized QR code

選項 1： 掃描 閣下專屬二維碼提供 閣下之電子郵件地址，以接收公司通過電子方式發佈的未來公司通訊*

You are **NOT required** to return this Reply Form if you choose Option 1.
如選擇了選項 1，閣下無須交回本回條。

Option 2: I/we hereby provide my/our email address in writing for receipt of future Corporate Communications* of the following listed company (the “Company”) via electronic dissemination

選項 2: 本人/吾等現以書面提供本人/吾等之電子郵件地址，以確保收到以下上市公司（「公司」）通過電子方式發佈的未來公司通訊*

Name of Securities holder(s) 證券持有人姓名：

Name of the listed company 上市公司名稱:

Phoenix Media Investment (Holdings) Limited
鳳凰衛視投資（控股）有限公司

Email address 電郵地址. (Note 3 / 附註3)

[illegible]

Option 3: I/we hereby request for receipt of Corporate Communications* in printed form (Please mark “✓” in the below box if applicable)

選項 3： 本人/吾等現要求收取公司通訊*印刷版（如適用，請在以下方格內劃上「✓」號）

☐ receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the receipt date of instruction. (附註 5)
收取未來公司通訊*的印刷本，並已知悉本指示由收取指示日期起計一年內有效。(附註 5)

Signature(s):

簽名：

Contact number:

聯絡電話號碼：

Date:

日期：

Notes 附註:

1. Please complete all of your details clearly regarding your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid. 請清楚填妥 閣下之所有資料，如屬聯名股東，則本回條須由所有聯名股東聯合簽署，方為有效。
2. Any Reply Form with no signature or otherwise incorrectly completed will be void. 任何回條若未有簽署或存在其他方面錯誤或不正確，即本回條將會作廢。
3. If the Company does not receive a functional email address from you, you will be unable to receive notifications regarding the publication of Corporate Communications*. 如公司沒有收到 閣下的有效電子郵件地址，閣下將無法收到有關發佈公司通訊*的通知。
4. If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered. 如 閣下通過二維碼、電郵、回條及/或其他方法提供多於一個的電子郵件地址，只有 閣下最後提供的電子郵件地址將會被用於登記。
5. If you mark "X" in the box in Option 3, no email address will be registered and only Corporate Communications* in printed form will be received. 閣下選擇 3 方格內劃上「X」時，將不會登記電子郵件地址被登記，只可公司通訊*的印刷版會被收取。
6. 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.

PERSONAL INFORMATION COLLECTION STATEMENT
收集個人資料聲明

- (i) “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”).
- (ii) 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。
- (iii) Your Personal Data provided in this Reply Form will be used in connection with, including but not limited to, the Company’s electronic dissemination of Corporate Communications* and to liaise with you on other matters relating to your holdings in the Company. 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 instruction and request.
- (iii) 閣下於本回條所提供的個人資料將用於（包括但不限於）有關公司以電子方式發佈公司通訊*及就 閣下持有的公司證券有關的其他事宜上與 閣下聯絡。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。
- (iv) 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.
- (iv) 閣下的個人資料可能會被披露或轉交予本公司的附屬公司、股份過戶處、及/或其他公司或團體，並將於適當期間保留該等個人資料作核實及紀錄用途。
- (v) 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.
- (v) 閣下有權根據《私隱條例》的條文，要求查閱及/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）向香港聯私主任作出，或發送電郵至 PrivacyOfficer@computershare.com.hk 的個人資料。

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

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。