



HK Stock Code: 1000

2025

INTERIM

REPORT

Beijing Media Corporation Limited

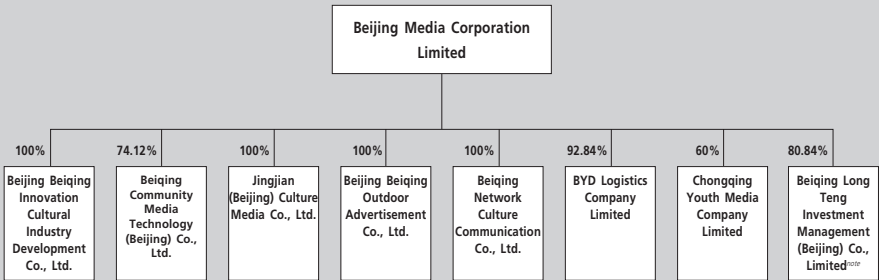
A joint stock company incorporated
in the People's Republic of China with limited liability

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COMPANY PROFILE

Beijing Media Corporation Limited (the “Company” or “Beijing Media”, together with its subsidiaries, collectively referred to as the “Group”) is one of the leading media companies in the People’s Republic of China (the “PRC”), and is principally engaged in the sales of multi-interface media advertising. Other core businesses of the Group include youth student travel, new media operation and maintenance, printing and trading of printing-related materials business. The Company was listed on the Main Board of the Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”) Stock Exchange on 22 December 2004.

Company Structure (as at 30 June 2025)



Note: Beiqing Long Teng is in the process of compulsory liquidation. By the end of the Reporting Period, after the Order on the Designation of Bankruptcy Administrator was made by the First Intermediate People’s Court of Beijing, on 7 March 2025, the handover between Beiqing Long Teng and the Administrator was completed.

COMPANY WEBSITE

www.bjmedia.com.cn

STOCK INFORMATION

- Stock Code: 1000
- Board Lot: 500 Shares
- Number of Shares Issued (as at 30 June 2025): 197,310,000 shares
- Market Capitalisation (as at 30 June 2025): HK\$118.386 million
- Financial Year End: 31 December
- Bloomberg’s Stock Machine Search Code: 1000HKEquity
- Reuters Stock Machine Search Code: 1000.HK

AS AT 30 JUNE 2025

EXECUTIVE DIRECTORS

Jing Enji (*President*)

Wu Min (*Vice President*)

NON-EXECUTIVE DIRECTORS

Sun Baojie (*Chairman*)

Cui Ping

Wang Hao

Li Xiaowei

Wang Zechen

INDEPENDENT NON-EXECUTIVE DIRECTORS

Shi Hongying

Chan Yee Ping, Michael

Du Guoqing

Kong Weiping

JOINT COMPANY SECRETARIES

Yu Leung Fai

Liu Jia

AUDIT COMMITTEE

Chan Yee Ping, Michael (*Chairman*)

Cui Ping

Kong Weiping

REMUNERATION COMMITTEE

Shi Hongying (*Chairman*)

Wang Hao

Du Guoqing

NOMINATION COMMITTEE

Sun Baojie (*Chairman*)

Shi Hongying

Du Guoqing

AUTHORISED REPRESENTATIVES

Sun Baojie

Jing Enji

ALTERNATIVE AUTHORISED REPRESENTATIVE

Yu Leung Fai

REGISTERED OFFICE

Building A, No. 23 Baijiazhuang Dongli,
Chaoyang District, Beijing, the PRC

PRINCIPAL PLACE OF BUSINESS IN HONG KONG

10/F, Guangdong Investment Tower,
148 Connaught Road Central,
Hong Kong

LEGAL ADVISER

as to Hong Kong Law

DLA Piper Hong Kong

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Central, Hong Kong

AUDITOR

ShineWing Certified Public Accountants
(Special General Partnership)

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8 Chaoyangmen Beidajie,

Dongcheng District Beijing, the PRC

HONG KONG SHARE REGISTRAR

Computershare Hong Kong Investor Services
Limited

Rooms 1712–1716,

17/F, Hopewell Centre,

183 Queen's Road East,

Wan Chai, Hong Kong

Note: Upon the approval at the 2024 AGM of the Company held on 13 June 2025, the Board of Directors of the Company (the "Board") completed its re-election. Mr. Jing Enji and Ms. Wu Min were re-elected as executive Directors of the ninth session of the Board. Ms. Sun Baojie, Ms. Cui Ping, Mr. Wang Hao and Mr. Wang Zechen were re-elected as non-executive Directors of the ninth session of the Board. Ms. Shi Hongying, Mr. Chan Yee Ping, Michael, Ms. Du Guoqing, and Mr. Kong Weiping were re-elected as independent non-executive Directors of the ninth session of the Board, and Mr. Li Xiaowei was appointed as a non-executive Director of the ninth session of the Board. Upon the approval at the first meeting of the ninth session of the Board held on the same day, Ms. Sun Baojie was appointed as the chairman of the ninth session of the Board. On the same day, Mr. Zhang Lei retired as a non-executive Director upon expiry of his term of office. Please refer to the announcement of the Company dated 13 June 2025 for details.

Dear Shareholders,

On behalf of the Group, I hereby present the report on interim results of the Group for the six months ended 30 June 2025 (the "First Half of 2025" or the "Reporting Period").

BUSINESS REVIEW OF THE GROUP

The Group is principally engaged in four core businesses: (1) advertising business, which comprises the sales of multi-interface convergence media advertising and event planning; (2) youth student travel business, which provides services such as youth cultural activities, group camp reception and curriculum research and development; (3) new media operation and maintenance, which provides comprehensive services such as government-affiliated and corporate new media operation and maintenance; and (4) printing and trading of printing-related materials business, which undertakes printing of newspapers and trading of printing-related materials.

In the First Half of 2025, the global economy was affected by factors such as geopolitical conflicts and inflationary pressures, resulting in an uneven recovery. The domestic economy faced dual pressures of shrinking demand and structural adjustments, leading to a slowdown in the growth of the advertising market. Traditional advertising faced severe transformation challenges due to the impact of transformation of digital intelligence of media.

In the First Half of 2025, the total operating revenue of the Group was RMB65,985 thousand, representing a decrease of 32.63% as compared with that for the corresponding period of 2024 (First Half of 2024: RMB97,937 thousand). In the First Half of 2025, the operating cost of the Group was RMB72,388 thousand, representing a decrease of 22.22% as compared with that for the corresponding period of 2024 (First Half of 2024: RMB93,066 thousand). In the First Half of 2025, net loss attributable to shareholders of the Company was RMB19,047 thousand, representing an increase of 102.20% as compared with the corresponding period of 2024 (net loss attributable to shareholders of the Company for the First Half of 2024: RMB9,420 thousand). The increase in net loss was primarily due to: (1) the decrease in operation incomes; (2) personnel structure adjustment due to the new business development and business transformation, resulting in an increase in administrative expenses; and (3) the increase in credit impairment losses resulting from the impact of trade receivables collection.

Affected by the impact of new media and policy changes, coupled with the Group's comprehensive business transformation, the operating revenues of all traditional business segments of the Group declined to varying degrees. Among them, the shrinkage of the printing and trading of printing-related materials business led to a decrease in operating revenue of RMB21,253 thousand. In addition, the operating revenues of subsidiaries, Beiqing Community Media and Beiqing Innovation Cultural also declined due to tighter client budgets, changes in industry regulatory policies, and intensified market competition. Despite market challenges and transformation pressures, the Company continued to expand its outdoor advertising business and Beijing City Culture Annual Pass business, which contributed to growth in operating revenues.

BUSINESS REVIEW OF THE GROUP *(Continued)*

In the First Half of 2025, the Group strengthened its top-level design, continued to optimize its business layout, focused on brand building, and comprehensively promoted operational transformation and upgrading through resource integration and industrial synergy:

1. Optimizing governance systems and improving operational efficiency

The Group has completed the election of the new session of Board for the Company, resulting in a more professional and diverse composition of the Board. The Group has implemented reforms to the Supervisory Committee, optimized the Company's governance structure, advanced the "15th Five-Year Plan" strategic planning, strengthened top-level design, established a comprehensive risk management system, enhanced risk prevention and control measures, improved the intelligence level of the OA office system, optimized the management system for financial and business processes, formulated and revised regulations of the Company, and perfected the state-owned asset management system. These measures have all contributed to enhancing management efficiency and solidifying the operational foundation of the Group.

2. Optimizing business layout and cultivating growth momentum

Firstly, the Group accelerated the transformation and innovation of its advertising business and built core competitiveness. The Group differentiated its outdoor advertising product system, completed the media renovation and upgrade of the Xidan station on Beijing Metro Line 4, developed the "metro station" creative interactive advertising project, and provided customers with diversified metro advertising service solutions, effectively increasing advertising revenue. Additionally, in line with industry characteristics, the Group refined its own media matrix, deepening the operation of vertical accounts in sectors such as elderly care, automobiles, and real estate, and integrated content marketing formats like short videos and live streaming to accelerate commercial monetization.

Secondly, the Group actively integrated the cultural tourism resources in the capital, deeply expanded the integration of culture, sports and tourism, promoted the implementation of collaborative IP through event planning, realized commercial realisation, promoted cultural dissemination, and established a brand image of the enterprise in the market, including organizing the preparation of the 2025 KOD (Keep On Dancing) World Street Dance Competition, reaching strategic cooperation with the well-known event brand "The Color Run", and exploring the incubation of emerging event IP brands. At the same time, the Group actively created a new scene for cultural tourism consumption in the capital, strengthened the product development and channel expansion of the Beijing City Culture Annual Pass (北京城市文化年票), and has reached cooperation with more than 40 central and state-owned enterprises in the First Half of 2025 to focus on exploring new profit growth points.

BUSINESS REVIEW OF THE GROUP (Continued)**2. Optimizing business layout and cultivating growth momentum (Continued)**

Thirdly, the Group put in efforts on youth well-rounded education, provided diversified science popularization student travel and camp education practice services. In the First Half of 2025, the Group completed 16 group camp reception projects, serving a total of 10,421 participants. It has created a total of 24 high-quality student travel courses covering six series such as "Green Field Rural Regeneration Action (綠野鄉村創生行動)". At the same time, the "Study and Exchange on National Science and Technology Innovation Development System — Beijing (國家科技創新發展體系考察交流 — 北京)" project was selected to be included in the "Collection of Excellent Projects for Hong Kong Youth to Visit and Exchange in Mainland China in 2025 (《2025年香港青少年赴內地考察交流精品項目合集》)", effectively enhancing the brand influence and market competitiveness of the student travel business.

Fourthly, the Group focused on new media operation and maintenance and government activities business, providing comprehensive services to government and corporate clients. It actively developed integrated media products and government-affiliated service solutions, innovatively incubated the "Beijing Community Cultural Festival (北京社區文化節)" brand, promoted the commercial operation of community space, and launched 15 "Beiqing Community HUI" projects in the community such as Tongniu Movie Industrial Park (銅牛電影產業園) and Township Service Station of Beijing Agriculture Guaranty Co., Ltd. (北京市農業融資擔保有限公司), empowering brands to effectively improve community service efficiency in order to increase revenue.

3. Optimizing asset structure and strengthening internal control empowerment

The Group actively revitalized idle assets. Under controllable risks, according to the Asset Management Contract for the Single Asset Management Scheme (《單一資產管理計劃資產管理合同》), Capital Securities Co., Ltd. (首創證券股份有限公司) was entrusted to manage idle funds for the Company to realize a gain on the changes in fair value of RMB2,320 thousand. The Group strengthened the management of its own properties, and obtained rental income of RMB2,246 thousand by leasing out the Company's idle office buildings and barter properties. At the same time, the Group accelerated the liquidation of inefficient assets, and promoted the elimination of 6 inefficient enterprises in an orderly manner in accordance with the "one enterprise, one policy (一企一策)", of which 1 has been deregistered. The Group accelerated the liquidation and sale of inventory paper and accelerated the resolution of trade business risks.

ADVERTISING BUSINESS

In the First Half of 2025, the scale of China's advertising market continued to grow, with digital advertising accounting for an increasingly larger share. Traditional media accelerated its transformation towards digitization and interactivity. The outdoor advertising market underwent structural adjustments. In terms of market size, the overall outdoor advertising is on a downward trend, while the advertising expenditure of digital media such as subway electronic screens has grown against the trend, showing obvious media form differentiation. From the perspective of market competition, with the rapid development of new technologies such as artificial intelligence generated content (AIGC) and content platforms such as short videos and live streaming, advertisers' demands underwent profound changes: they placed greater emphasis on deep interaction and personalized experiences with consumers, and continuously raised their requirements for advertising effectiveness and conversion efficiency, promoting the entire advertising and marketing industry to accelerate the evolution of digital intelligence.

Facing a complex and ever-changing market environment, the Group, based on the development direction of convergence strategy, made full use of the advantages of media content creativity to accelerate the upgrade of advertising products and capabilities. By integrating with the digital transformation of media, we have delved deeper into understanding customers' personalized needs. Additionally, the Company has focused on the emerging cultural and tourism sector to diversify our revenue streams. In the First Half of 2025, revenue from advertising business of the Group was RMB46,038 thousand, representing a decrease of 11.14% as compared with that for the corresponding period of 2024 (the First Half of 2024: RMB51,808 thousand). This decrease was primarily attributable to the reduced advertising revenue at Beijing Community Media due to tighter client budgets and intensified market competition. Despite the shrinkage in traditional advertising revenue, the Group's newly expanded businesses demonstrated a steady upward trend. Specifically, outdoor advertising revenue amounted to RMB13,482 thousand, representing an increase of 12.56% as compared with that for the corresponding period of 2024, while new revenue from the annual pass business amounted to RMB3,256 thousand.

ADVERTISING BUSINESS *(Continued)*

In the First Half of 2025, the Company actively adjusted its product structures, promoting digital upgrading of the media, and fully leveraging the synergistic advantages of “Innovation + Content + Channels,” achieving business breakthroughs through three key strategic initiatives:

1. Building a differentiated outdoor advertising product system through innovation and empowerment

Firstly, the Company precisely targeted market trends and customer needs, strengthening the expansion of advertising platforms. The Company completed the media renovation and upgrade at Xidan station on Beijing Metro Line 4, introducing media formats primarily consisting of oversized billboards and high-definition LED electronic screens, significantly enhancing advertising effectiveness. The Company has already established partnerships with several well-known brands, including Master Kong, vivo, and Saucony.

Secondly, we are creating creative advertising models and exploring new interactive advertising formats. We tailor differentiated interactive advertisements to meet the personalised needs of our customers, thereby strengthening brand effects. We have developed the “Metro Station” project, which involves creative interactive activities such as product displays and experiences in metro station concourses, providing customers with diversified metro publication service solutions and achieving differentiated communication effects. So far, we have reached cooperation with Yanjing Beer and other customers, and the response is good.

2. Content empowerment for meticulous creation of own media matrix

By leveraging industry characteristics and integrating various formats such as short videos and live streaming, we have strengthened the operation of our own new media accounts, accelerated commercial monetisation, and achieved account operating revenue of RMB2,955 thousand in the First Half of 2025. Among which, “Qing Auto Talk (青車談)” has implemented precise categorisation of accounts, focusing on building three core content sections: hot topic tracking (熱點追蹤), cloud-based car reviews (雲評說車), and fun test drives (趣味試駕); “New Line of Elderly Care (養老新一線)” deepens live streaming services, conducting seven themed activities such as “Cloud Tour of the Lantern Festival (雲遊元宵)” for elderly care institutions, effectively driving fan growth and sales conversions, and gaining widespread recognition from customers; “Yujie Jianfang (郁姐鑒房)” focuses on the real estate vertical field, interpreting market trends, reviewing popular properties, and analysing industry policies from the perspective of a seasoned media professional, combining hot topics to achieve cross-border dissemination and effectively driving fan growth.

ADVERTISING BUSINESS *(Continued)***3. Channel empowerment for diversified deep cultivation of annual pass business brand**

For the new annual pass business, we strengthened channel expansion, innovated marketing models, and focused on exploring new sources of revenue growth. By expanding the core sales network of central and state-owned enterprise unions, we designed diversified products and innovative cooperation models tailored to customer needs, and reached annual pass project cooperation with more than 40 enterprises, effectively expanding the brand's market influence. At the same time, we promoted the upgrade of the annual pass mini programme, completed the reconstruction of the back-end management system and user interface optimisation, and launched new functions such as the scenic spot redemption system to improve operational efficiency and user experience.

RESULTS OF MAJOR SUBSIDIARIES OF THE GROUP

Beiqing Innovation Cultural, a wholly-owned subsidiary of the Company, principally engages in youth cultural activities and camping education. In the First Half of 2025, Beiqing Innovation Cultural has comprehensively optimised its internal management, accelerated the expansion of business channels and continued to build product power, channel power and brand power. First, it continuously optimised the reception and delivery services for group camps, actively participated in market-oriented bidding and completed 16 group camp reception projects such as student travel, social practice and training for enterprises and public institutions in the first half of the year, with a cumulative total of 10,421 participants attendances. Second, it has deepened key customer channel resources and strengthened the expansion of projects both inside and outside Beijing. While developing large-scale study travel and business training projects such as the "Homeland Love China Tour" (祖國情中華行) and the China Youth Development Foundation's Hong Kong and Macau study travel, it has successfully expanded 8 projects for Beijing schools and 5 projects for clients outside the province. Third, it has built a self-developed curriculum system, among which, the "Study and Exchange on National Science and Technology Innovation Development System — Beijing" (國家科技創新發展體系考察交流 — 北京) project has been successfully selected into the "Collection of Excellent Projects for Hong Kong Youth to Visit and Exchange in Mainland China in 2025" (《2025年香港青少年赴內地考察交流精品項目合集》); it created 24 study travel courses in six major series, including the "Green Field Rural Regeneration Action (綠野鄉村創生行動)", effectively enhancing the market competitiveness of its products.

RESULTS OF MAJOR SUBSIDIARIES OF THE GROUP *(Continued)*

Beiqing Community Media is a 74.12%-owned subsidiary of the Company. Beiqing Community Media has transformed from original traditional media newspapers business model to a government-affiliated convergence media service business model, digging deeper into the needs of government and enterprises customers and improving its activity planning and execution capabilities to build information dissemination platform and service platform for customers through the organic combination of online operation and maintenance with offline activities. Beiqing Community Media's intensive cultivation of community media business has been highly recognized by community residents, government agencies at all levels and cooperative businesses. Up to now, the government-affiliated business of Beiqing Community Media has covered nine regions, including Changping, Shunyi, Miyun, Fangshan, Dongcheng, Xicheng, Shijingshan, Haidian, Chaoyang, Beijing and Administrative Centre, and has published newspapers of "Beiqing Community Daily". In addition to paper media, Beiqing Community Media operated a total of nearly 50 new media accounts on various media platforms such as WeChat, Weibo, Douyin (抖音), Kuaishou (快手), RedNote (小紅書), Today Headlines (今日頭條) and NetEase, and was stationed on news media such as People's Daily, Beijing Daily, Beijing Time, etc. to enable synchronous distribution of regional news, video columns and thematic plans on various media platforms, forming a strong media publicity matrix. The coverage and dissemination degree of the integrated media publicity were outstanding.

In the First Half of 2025, Beiqing Community Media continued to optimise management internally, adjusted its organisational structure, established a centralised management mechanism for business personnel, and strengthened compensation and performance incentive systems. Externally, it actively expanded its channels, successfully acquiring 16 new customers. Meanwhile, Beiqing Community Media has organically integrated business innovation with brand building, developed convergence media service products and government-affiliated service solutions, promoted the commercial operation of community spaces, and implemented 15 "Beiqing Community HUI" (北青社區HUI) projects in the community, including Tongniu Movie Industrial Park, Township Service Station of Beijing Agriculture Guaranty, Jinbao Garden Community, Shuangfeng Sub-district, Shunyi District and Shuangqiu Road Community, Wangjing Sub-district. Beiqing Community Media has also established a brand marketing centre to innovatively incubate the "Beijing Community Cultural Festival" (北京社區文化節) brand.

RESULTS OF MAJOR SUBSIDIARIES OF THE GROUP *(Continued)*

Jingjian Media is a wholly-owned subsidiary of the Company. It is principally engaged in the business of government affairs operation and maintenance services, online and offline activities planning and execution and new media advertising business. It has many years of extensive experience in government services. In the First Half of 2025, Jingjian Media focused on optimising its business structure and expanding into new media videos, online and offline activities and other businesses. On the one hand, it actively leveraged its advantage of professional capabilities to strengthen customer resource development and successfully acquired 8 new customers, including government agencies and state-owned enterprise groups. On the other hand, it deeply expanded its video business to explore new revenue growth points. The self media video account “Qingcheng 0819” (青程0819) operated by Jingjian Media released 35 episodes of content and achieved commercial monetization, receiving positive feedback from clients.

PROSPECTS AND FUTURE PLANS

In the second half of 2025, the Group will accelerate the adjustment of its business layout with the strategic orientation of transformation and development, focus on developing cornerstone core business and cultivation main business, while enhancing quality and efficiency to build the enterprise's core competitive strengths.

In the second half of 2025, aligning with the trend of digital transformation, the Group will establish a comprehensive advertising operation system. Specifically, we will strengthen the innovation of metro outdoor advertising models, promote the integration of media resources on the metros and product development; consolidate our full-case advertising service capabilities based precisely on customers' needs; and deepen the operation of advertising content, accelerate the construction and commercialization of its own new media products, and increase operating income.

In the second half of 2025, the Group will further expand the integration of culture, sports and tourism, focus on implementation of high-quality cultural and sports event IPs, and increase revenue while enhancing the Company's brand influence, among which, the Company has successfully held KOD (Keep On Dancing) World Street Dance Competition, the internationally renowned street dance event in July 2025; make efforts to develop new scenarios for cultural and tourism consumption in the capital, continue to explore the channel resources and product models of Beijing City Culture Annual Pass to create new profit growth points.

In the second half of 2025, the Group will continuously play the role of a market-oriented expansion platform for the cultural and sports industry of the Capital Group, explore innovative business models such as “video + government affairs” and “cultural tourism + consumption”, strengthen the commercial operation of community cultural space and launch the “Beijing Community Cultural Festival”. Additionally, the Group will accelerate the integration of advantageous resources to build a special brand for youth student travel, aiming to increase the market share through business collaboration.

PROSPECTS AND FUTURE PLANS *(Continued)*

In the second half of 2025, the Group will continue to deepen its management, focusing on optimising asset structure and internal risk control, refining organisational and talent structures, comprehensively strengthening system and information technology construction, and driving improvements in management efficiency.

The Group's business in the First Half of 2025 was driven by the concerted efforts of the entire management teams and staff in each of our business units. The Group's key success depend on our keen insights to market opportunities and the excellent quality of our management teams and staff. On behalf of the shareholders of the Company and other members of the Board, I would like to express my heartfelt and sincere gratitude to all management teams and staff in each of our business units.

Sun Baojie

Chairman

22 August 2025
Beijing, the PRC

FINANCIAL POSITION AND OPERATIONAL RESULTS

1. Total Operating Revenue

For the six months ended 30 June 2025, total operating revenue of the Group was RMB65,985 thousand (corresponding period of 2024: RMB97,937 thousand), representing a decrease of 32.63% as compared with that for the corresponding period of 2024, of which, revenue from advertising (including revenue from new media operation and maintenance) was RMB46,038 thousand (corresponding period of 2024: RMB51,808 thousand), representing a decrease of 11.14% as compared with that for the corresponding period of 2024; revenue from printing was RMB0 thousand (corresponding period of 2024: RMB2 thousand), representing a decrease of 100.00% as compared with that for the corresponding period of 2024; and revenue from the trading of printing-related materials was RMB8,654 thousand (corresponding period of 2024: RMB29,905 thousand), representing a decrease of 71.06% as compared with that for the corresponding period of 2024; other revenue (including revenue from study travel) was RMB11,293 thousand (corresponding period of 2024: RMB16,222 thousand), representing a decrease of 30.38% as compared with that for the corresponding period of 2024. In the First Half of 2025, operating income increased as a result of the continually expanded outdoor advertising business and Beijing City Culture Annual Pass (北京城市文化年票) business, and decreased as a result of the shrinkage of the printing and trading of printing-related materials business, the decline in revenue from the advertising business of the subsidiary, Beiqing Community Media and the decline in revenue from the study travel of the Beiqing Innovation Cultural. As a result of the combination of the above major factors, the overall operating income decreased year-on-year.

2. Operating Costs and Tax and Surcharges

For the six months ended 30 June 2025, operating costs of the Group were RMB72,388 thousand (corresponding period of 2024: RMB93,066 thousand), representing a decrease of 22.22% as compared with those for the corresponding period of 2024, of which, costs of advertising (including cost from new media operation and maintenance) were RMB54,105 thousand (corresponding period of 2024: RMB52,021 thousand), representing an increase of 4.01% compared with those for the corresponding period of 2024; costs of printing were RMB0 thousand (corresponding period of 2024: RMB1 thousand), representing a decrease of 100.00% as compared with those for the corresponding period of 2024; costs of the trading of printing-related materials were RMB9,745 thousand (corresponding period of 2024: RMB28,711 thousand), representing a decrease of 66.06% as compared with those for the corresponding period of 2024; other cost (including study travel cost) was RMB8,538 thousand (corresponding period of 2024: RMB12,333 thousand), representing a decrease of 30.77% as compared with those for the corresponding period of 2024. Tax and surcharges were RMB846 thousand (corresponding period of 2024: RMB1,029 thousand), representing a decrease of 17.78% as compared with those for the corresponding period of 2024. Operating costs increased as a result of the continually expanded outdoor advertising business and Beijing City Culture Annual Pass (北京城市文化年票) business, and decreased as affected by the shrinkage of the printing and trading of printing-related materials business and the decline in revenue from the study travel of Beiqing Innovation Cultural. As a result of the combination of the above major factors, the overall operating costs decreased year-on-year.

FINANCIAL POSITION AND OPERATIONAL RESULTS *(Continued)*

3. Selling Expenses

For the six months ended 30 June 2025, selling expenses of the Group were RMB3,724 thousand (corresponding period of 2024: RMB6,908 thousand), representing a decrease of 46.09% as compared with those for the corresponding period of 2024.

The year-on-year decrease in selling expenses was mainly due to the adjustments to sales staff structure of Beijing Community Media.

4. Administrative Expenses

For the six months ended 30 June 2025, administrative expenses of the Group were RMB19,822 thousand (corresponding period of 2024: RMB17,323 thousand), representing an increase of 14.43% as compared with those for the corresponding period of 2024. The year-on-year increase in administrative expenses was mainly due to the staff restructuring in connection with new business development and business transformation, as well as the provision of meal benefits for employees, which led to increases in labor costs and office expenses, along with an increase in agency fees.

5. Financial Expenses

For the six months ended 30 June 2025, financial expenses of the Group were RMB493 thousand (corresponding period of 2024: RMB658 thousand), representing a decrease of 25.08% in absolute value as compared with those for the corresponding period of 2024, of which, interest income was RMB573 thousand (corresponding period of 2024: RMB785 thousand), representing a decrease of 27.01% as compared with that for the corresponding period of 2024. The year-on-year increase in financial expenses was mainly due to the decrease in fixed deposit interest.

6. Share of Gains of Associates

For the six months ended 30 June 2025, share of gains of associates of the Group was RMB0 thousand (corresponding period of 2024: gain of RMB1,377 thousand), representing an increase of RMB1,377 thousand as compared with that for the corresponding period of 2024. As the investments in associates have been written down to nil under the equity method, the share of gains of associates for the current period was nil.

7. Operating Profit

For the six months ended 30 June 2025, operating profit of the Group was RMB-20,736 thousand (corresponding period of 2024: RMB-11,260 thousand), representing an increase in loss of 84.16% as compared with that for the corresponding period of 2024. The increase in loss was mainly due to a decrease in operating income, an increase in administrative expenses, and an increase in credit impairment loss affected by the collection of trade receivables.

FINANCIAL POSITION AND OPERATIONAL RESULTS *(Continued)***8. Income Tax Expenses**

For the six months ended 30 June 2025, income tax expenses of the Group were RMB-85 thousand (corresponding period of 2024: RMB15 thousand), representing a decrease of RMB100 thousand or 666.67% as compared with those for the corresponding period of 2024. Jingjian Media, a subsidiary of the Company, reversed according to the result of income tax settlement, resulting in a negative income tax expense for the current period.

9. Net Profit/Loss Attributable to Shareholders of the Company

For the six months ended 30 June 2025, net loss attributable to shareholders of the Company was RMB19,047 thousand (corresponding period of 2024: net loss attributable to shareholders of the Company of RMB9,420 thousand), representing an increase in net loss of 102.20% as compared with that for the corresponding period of 2024. The increase in net loss was mainly due to a decrease in operating revenue, an increase in administrative expenses, and an increase in credit impairment losses affected by the collection of accounts receivable.

10. Financial Resources and Liquidity

For the six months ended 30 June 2025, the Group's funds were mainly derived from the fund generated from operating business and deposits balance. The Group's funds were mainly used as the working capital and general recurrent expenses of the Group.

As at 30 June 2025, current assets of the Group were RMB269,225 thousand (31 December 2024: RMB294,314 thousand), including bank balances and cash of RMB41,463 thousand (31 December 2024: RMB81,523 thousand), financial assets held for trading of RMB127,388 thousand (31 December 2024: RMB114,270 thousand). Non-current assets of the Group were RMB452,410 thousand (31 December 2024: RMB418,439 thousand).

As at 30 June 2025, current liabilities of the Group were RMB65,712 thousand (31 December 2024: RMB63,118 thousand) and non-current liabilities were RMB706 thousand (31 December 2024: RMB706 thousand).

As at 30 June 2025, shareholders' equity of the Group was RMB655,217 thousand (31 December 2024: RMB648,929 thousand).

11. Bank Borrowings, Overdrafts and Other Borrowings

As at 30 June 2025, bank loans, overdrafts and other borrowings of the Group were nil (31 December 2024: nil). Most of cash and cash equivalent held by the Group was denominated in Renminbi.

12. Gearing Ratio

As at 30 June 2025, gearing ratio of the Group was 10.14% (31 December 2024: 9.84%) (the gearing ratio is derived from dividing the Group's total liabilities by its total equity).

SHARE STRUCTURE (AS AT 30 JUNE 2025)

	Number of shares	Proportion to total share capital (%)
Holders of domestic shares		
— Beijing Youth Daily Agency	124,839,974	63.27
— Beijing Chengshang Cultural Communication Co., Ltd.	7,367,000	3.73
— China Telecommunication Broadcast Satellite Co., Ltd.	4,263,117	2.16
— Beijing Development Area Ltd.	2,986,109	1.52
— Sino Television Co., Ltd.	2,952,800	1.50
Domestic shares (subtotal)	142,409,000	72.18
H shares <i>Note</i>	54,901,000	27.82
Total share capital	197,310,000	100.00

Note:

Including 19,533,000 outstanding H shares of the Company held by Leshi Internet Information & Technology Corp., Beijing, which represents 9.90% of the total share capital of the Company.

INTERESTS OF SUBSTANTIAL SHAREHOLDERS IN SHARES AND UNDERLYING SHARES

As at 30 June 2025, so far as the Directors and chief executive of the Company are aware, according to the register of interests and/or short positions in shares required to be kept pursuant to Section 336 of Part XV of the Securities and Futures Ordinance ("SFO"), the persons in the following table had an interest and/or short position in the shares or underlying shares of the Company:

Name of shareholders	Class of shares	Nature of shares	Nature of interest	Number of shares interested in	Percentage in total issued shares of the same class (%)	Percentage in total share capital of the Company (%)
Beijing Youth Daily Agency ("BYDA")	Beneficial owner	Domestic Shares	N/A	124,839,974	87.66	63.27
Beijing Capital Group Company Limited ("Capital Group") <i>Note 1</i>	Other	Domestic Shares	N/A	124,839,974	87.66	63.27
Beijing Chengshang Cultural Communication Co., Ltd. <i>Note 2</i>	Beneficial owner	Domestic Shares	N/A	7,367,000	5.17	3.73
Guofu Shangtong Information and Technology Development Co., Ltd. <i>Note 2</i>	Interest of controlled corporation	Domestic Shares	N/A	7,367,000	5.17	3.73
Leshi Internet Information & Technology Corp., Beijing <i>Note 3</i>	Beneficial owner	H Shares	Long position	19,533,000	35.58	9.90
Founder Investment (HK) Ltd. <i>Note 4 & Note 5</i>	Beneficial owner	H Shares	Long position	4,939,000	8.99	2.50
Beijing University Founder Investment Co., Ltd. <i>Note 4</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50
Beijing University New Technology Corporation <i>Note 4</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50
Beijing University <i>Note 4</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50
CITI CITI Ltd. <i>Note 5</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50
Xia Jie <i>Note 5</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50
Yue Shan International Limited <i>Note 6</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50
Cao Yawen <i>Note 6</i>	Interest of controlled corporation	H Shares	Long position	4,939,000	8.99	2.50

INTERESTS OF SUBSTANTIAL SHAREHOLDERS IN SHARES AND UNDERLYING SHARES *(Continued)**Notes:*

1. Entrusted by the China Communist Youth League Beijing Committee, Capital Group has taken over the subsidiaries of BYDA (excluding the Company) since 18 June 2020 with a term of five years. On 8 May 2025, a supplementary agreement was signed to extend the entrustment arrangement by five years on top of the original entrustment period until 17 June 2030. The Company has been included in such entrustment scope since 20 May 2021, pursuant to which, Capital Group will exercise the powers of investors/shareholders stipulated in the Company's articles of association during the term of the entrustment, including but not limited to obtaining the control, voting rights, operation rights, and income rights over the Company. Therefore, Capital Group has an interest in the 124,839,974 domestic shares held by BYDA.
2. Beijing Chengshang Cultural Communication Co., Ltd. owns 7,367,000 domestic shares of the Company, approximately amounting to 3.73% of the total issued share capital (5.17% of the total issued domestic shares) of the Company. Guofu Shangtong Information and Technology Development Co., Ltd. directly owns 42.86% of Beijing Chengshang Cultural Communication Co., Ltd. and is therefore deemed to have an interest in the 7,367,000 domestic shares registered in the name of Beijing Chengshang Cultural Communication Co., Ltd. under the SFO. On 22 March 2021, the interests of such shares were provided to persons other than qualified lenders as guarantees, which led to the change in the nature of the equity interests held by Beijing Chengshang Cultural Communication Co., Ltd. and Guofu Shangtong Information and Technology Development Co., Ltd. in such shares.
3. Leshi Internet Information & Technology Corp., Beijing owns 19,533,000 H shares of the Company, representing approximately 9.9% of the total issued share capital (35.58% of the total issued H shares) of the Company.
4. Founder Investment (HK) Ltd. owns 4,939,000 H shares of the Company, representing approximately 2.5% of the total issued share capital (8.99% of the total issued H shares) of the Company. Beijing University directly owns 100% equity interest in Beijing University New Technology Corporation, which directly owns 80% equity interest in Beijing Beida Founder Group, which in turn owns 51% equity interest in Founder Investment (HK) Ltd. Therefore, Beijing University, Beijing University New Technology Corporation, Beijing Beida Founder Group and Beijing University Founder Investment Co., Ltd. are deemed under the SFO to have an interest in the 4,939,000 H shares registered in the name of Founder Investment (HK) Ltd.
5. Founder Investment (HK) Ltd. owns 4,939,000 H shares of the Company, representing approximately 2.5% of the total issued share capital (8.99% of the total issued H shares) of the Company. Xia Jie indirectly owns 49% equity interest in Founder Investment (HK) Ltd. through CITI CITI Ltd., which is directly 100% owned by Xia Jie. Therefore, Xia Jie is deemed under the SFO to have an interest in the 4,939,000 H shares registered in the name of Founder Investment (HK) Ltd.
6. Yue Shan International Limited, as a trust beneficiary, owns 4,939,000 H shares of the Company, representing approximately 2.5% of the total issued share capital (8.99% of the total issued H shares) of the Company. Cao Yawen directly owns 100% equity interest in Yue Shan International Limited and is therefore deemed under the SFO to have an interest in the 4,939,000 H Shares registered in the name of Founder Investment (HK) Ltd.

INTERESTS OF SUBSTANTIAL SHAREHOLDERS IN SHARES AND UNDERLYING SHARES *(Continued)*

The information disclosed above is based on the data published on the Hong Kong Stock Exchange's HKEXnews website (www.hkexnews.hk).

Save as disclosed above, to the knowledge of the Company, as at 30 June 2025, there was no other person (other than Directors or chief executive of the Company) with interests or short positions in shares or underlying shares of the Company which are required to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or who was directly or indirectly interested in 5% or more of any class of share capital carrying rights to vote in all circumstances at general meetings of any member of the Group.

CAPITAL EXPENDITURE

Capital expenditure of the Group for the First Half of 2025 was RMB2,124 thousand (corresponding period of 2024: RMB650 thousand). The Group expects that its capital expenditure for the second half of 2025 will be mainly comprised of office equipment and intangible assets expenditures, which are consistent with business strategies.

CONTINGENT LIABILITIES AND PLEDGE OF ASSETS

As at 30 June 2025, the Group did not have any contingent liabilities or any pledge of assets.

FOREIGN EXCHANGE RISKS

Renminbi is the functional currency of the Group. The Group's operations conducted in the PRC are mainly settled in Renminbi. However, certain payables are settled in foreign currency (mainly United States dollars and Hong Kong dollars). Therefore, the Group is exposed to fluctuations in foreign exchange rate to a certain extent. Operating cash flow or liquidity of the Group is subject to minimal impact from exchange rate fluctuations.

EMPLOYEES

As at 30 June 2025, the Group had a total of 346 employees (as at 30 June 2024: a total of 310 employees), and the increase in the number of employees as compared with the corresponding period of last year was mainly due to the addition of a new subsidiary by the Company and the personnel structure adjustment made for normal business needs. During the Reporting Period, the total remuneration of employees paid by the Group was approximately RMB41,055 thousand. The remuneration and benefits of the employees of the Group are determined in accordance with market rates, state policies and individual performance. The Group actively encouraged the self-development of the employees and carried out numerous staff training activities. In the First Half of 2025, the Group carried out staff trainings on financial management, connected transactions, inside information management, legal compliance management, filing management, outdoor advertising operation, information technology and office applications, etc.

INTERESTS AND SHORT POSITIONS OF DIRECTORS AND CHIEF EXECUTIVE IN THE SHARES, UNDERLYING SHARES OR DEBENTURES OF THE COMPANY OR ANY OF ITS ASSOCIATED CORPORATIONS

As at 30 June 2025, none of the Directors or chief executive of the Company had any interest or short position in the shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO), which were required to be notified to the Company and the Hong Kong Stock Exchange pursuant to Part XV of the SFO (including interests or short positions which they were taken or deemed to have under such provisions of the SFO), or which were required, pursuant to Section 352 of the SFO, to be recorded into the register referred to therein, or which were required, pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the “Model Code”), to be notified to the Company and the Hong Kong Stock Exchange.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES OF THE COMPANY

During the Reporting Period, neither the Company nor any of its subsidiaries purchased, sold or redeemed any listed securities of the Company (including sale of treasury shares within the meaning of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”). As of 30 June 2025, the Company did not hold any treasury shares.

MATERIAL INVESTMENTS

The Company entered into the single asset management contract with Capital Securities and the Beijing Branch of Bank of Communications Co., Ltd. on 19 April 2022, pursuant to which, the Company entrusted Capital Securities to provide asset management and investment services, with a term of one year from the date of approval by the independent shareholders at the 2021 annual general meeting (i.e. 17 June 2022). The above single asset management scheme has been approved by the shareholders of the Company to make certain optimization adjustments and extend the term for another three years to 16 June 2026. As at 30 June 2025, the Company’s investments in the above asset management accounted for more than 5% of the Group’s total assets. Please refer to VIII.1. “Financial assets held for trading” and X.4. “Equity in financial assets held for trading” to the financial statements of this report for details. For details of the above transaction, please refer to the announcements of the Company dated 19 April 2022 and 25 April 2023 and the circulars of the Company dated 26 May 2022 and 25 May 2023.

As at 30 June 2025, the Company’s investments in Beiyang Media and Keyin Media and other companies accounted for over 5% of the Group’s total assets in value. For details of such significant investments, please refer to note VIII.7. headed “Investment in other equity instruments” and note X.3. headed “Equity in investment in other equity instruments” to the financial statements of this report.

Save as disclosed in this report, as of 30 June 2025, the Group had no material investment, or any plan related to material investment or acquisition of assets.

MATERIAL ACQUISITION AND DISPOSAL OF ASSETS

During the Reporting Period, the Group had no material acquisition or disposal of subsidiaries, associates or joint ventures.

CHANGES RELATED TO THE PERFORMANCE OF THE GROUP SINCE 31 DECEMBER 2024

Save as disclosed in this report, there is no significant change between the current information of the Company on the matters listed in paragraph 32 of Appendix D2 to the Listing Rules and the information disclosed in the most recent published annual report of the Company.

COMPLIANCE WITH LAWS, REGULATIONS AND CORPORATE GOVERNANCE CODE

During the Reporting Period, the Company has been in compliance with the laws and regulations which would have a material impact on the Group and the code provisions set out in the Corporate Governance Code under Appendix C1 to the Listing Rules.

COMPLIANCE WITH THE MODEL CODE

The Company has adopted the Model Code as set out in Appendix C3 to the Listing Rules and its amendments from time to time as its own code of conduct regarding securities transactions by Directors and Supervisors. Having made sufficient enquiries of Directors and Supervisors of the Company, all Directors and Supervisors confirmed that they had fully complied with the standards under the Model Code during the Reporting Period.

AUDIT COMMITTEE

Pursuant to the requirements of the Listing Rules, the Company has set up an Audit Committee which is responsible for the review, supervision and adjustment of the financial reporting process and internal control of the Group. Members of the Audit Committee comprise one non-executive Director and two independent non-executive Directors.

The Audit Committee and the management of the Company have reviewed the accounting principles and practices adopted by the Group. In addition, the Audit Committee has also discussed with the Directors on matters concerning the internal control and financial reporting of the Company, including the review of the unaudited interim results of the Group for the six months ended 30 June 2025, and has no objection thereto.

DISTRIBUTABLE RESERVE

As at 30 June 2025, the Company's accumulated loss amounted to RMB708,276 thousand and the Company's surplus reserve amounted to RMB130,931 thousand.

According to the articles of association of the Company, the Company's surplus reserve can be used to recover its losses after being approved at the general meeting of the Company.

INTERIM DIVIDEND

The Board does not recommend the distribution of any interim dividend for the six months ended 30 June 2025.

CHANGES IN DIRECTORS, SUPERVISORS AND SENIOR MANAGEMENT AND ITS INFORMATION

As approved at the 2024 AGM of the Company held on 13 June 2025, (1) following the Company's election of members of the ninth session of the Board, Mr. Zhang Lei (a non-executive Director of the eighth session of the Board) retired as a Director upon expiry of his term of office, Mr. Li Xiaowei was appointed as a non-executive Director of the ninth session of the Board, and other Directors were re-elected as Directors of the ninth session of the Board; and (2) the Company abolished the Supervisory Committee; on the same day, Mr. Liu Huibin, Ms. Li Xiaomei and Ms. Lu Shasha, supervisors of the eighth session of the Supervisory Committee of the Company, retired as supervisors upon expiry of their terms of office. Please refer to the announcement of the Company dated 13 June 2025 for details.

During the Reporting Period and as of the date of this report, updates on the information of the members of the Board, the Supervisory Committee and senior management are as follows:

Ms. Sun Baojie ceased to serve as the director of Beijing Capital Land Co., Ltd. since January 2025; ceased to serve as the director and chairman of Beijing Jingzhong Industry Development Company Limited* (北京市經中實業開發有限責任公司) since May 2025; ceased to serve as the director and chairman of Eurocity Holding SAS since May 2025; and ceased to serve as the director and chairman of Capital Jingzhong (Tianjin) Investment Co., Ltd. since June 2025.

Mr. Kong Weiping ceased to serve as an external supervisor of Beijing Tong Ren Tang Company Limited (北京同仁堂股份有限公司) (stock code: 600085.SH) since July 2025.

		<i>Unit: RMB'000</i>	
Items	Notes	As at 30 June 2025	As at 31 December 2024 (Restated)
Current assets:			
Bank balances and cash		41,463	81,523
Financial assets held for trading	VIII.1	127,388	114,270
Notes receivable		—	636
Accounts receivable	VIII.2	39,897	28,235
Prepayments	VIII.3	9,390	6,061
Other receivables	VIII.4	22,366	28,712
Inventories		52	5,282
Other current assets	VIII.5	28,669	29,595
Total current assets		269,225	294,314
Non-current assets:			
Long-term equity investment	VIII.6	—	—
Investment in other equity instruments	VIII.7	341,253	341,253
Investment properties	VIII.8	95,743	53,633
Fixed assets	VIII.9	1,219	1,432
Right-of-use assets		695	1,390
Intangible assets	VIII.10	8,298	16,450
Long-term deferred expenses		5,202	4,281
Other non-current assets	VIII.11	—	—
Total non-current assets		452,410	418,439
Total assets		721,635	712,753

CONSOLIDATED BALANCE SHEET (UNAUDITED)

2025

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

		Unit: RMB'000	
Items	Notes	As at 30 June 2025	As at 31 December 2024 (Restated)
Current liabilities:			
Notes payable		7,552	1,365
Accounts payable	VIII. 13	17,125	21,184
Contract liabilities		14,653	9,674
Employee benefits payable		6,250	6,981
Taxes payable		971	1,528
Other payables	VIII. 14	17,469	18,006
Non-current liabilities due within one year		750	1,106
Other current liabilities		942	3,274
Total current liabilities		65,712	63,118
Non-current liabilities:			
Deferred income tax liabilities		706	706
Total non-current liabilities		706	706
Total liabilities		66,418	63,824
Shareholders' equity:			
Share capital		197,310	197,310
Capital reserves		919,114	918,976
Other comprehensive income	VIII. 15	265,460	231,238
Surplus reserves		130,931	130,931
Undistributed profits		(859,766)	(840,719)
Total equity attributable to shareholders of the Company		653,049	637,736
Non-controlling interest		2,168	11,193
Total shareholders' equity		655,217	648,929
Total liabilities and shareholders' equity		721,635	712,753
Net current assets		203,513	231,196
Total assets less current liabilities		655,923	649,635

Unit: RMB'000			
For the six months ended 30 June			
Items	Notes	2025	2024 (Restated)
Total operating revenue	VIII.16	65,985	97,937
Total operating costs		96,287	117,668
Less: Operating costs	VIII.16	72,388	93,066
Tax and surcharges	VIII.17	846	1,029
Selling expenses		3,724	6,908
Administrative expenses		19,822	17,323
Financial expenses	VIII.18	(493)	(658)
Including: Interest expenses		64	90
Interest income		573	785
Add: Other income		35	37
Investment income	VIII.19	8,989	11,103
Including: Gain from investments in associates		—	(1,377)
Gain on the changes in fair value	VIII.20	2,320	(5,563)
Impairment loss of credit	VIII.21	(1,783)	2,893
Impairment loss of assets		5	—
Gain on disposal of assets		—	1
Operating profit		(20,736)	(11,260)
Add: Non-operating income	VIII.22	380	13
Less: Non-operating expenses	VIII.23	4	38
Total profit		(20,360)	(11,285)
Less: Income tax expenses	VIII.24	(85)	15
Net profit		(20,275)	(11,300)
Net profit attributable to:			
Net profit from continuing operations		(20,275)	(11,300)
Net profit from discontinued operations		—	—
Shareholders of the Company		(19,047)	(9,420)
Non-controlling shareholders		(1,228)	(1,880)

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

		Unit: RMB'000	
		For the six months ended	
		30 June	
Items	Notes	2025	2024 (Restated)
Other comprehensive income, net after tax		34,248	138
Other comprehensive income attributable to shareholders of the Company, net after tax	VIII.15	34,222	83
Including: Other comprehensive income that will be subsequently reclassified into profit or loss		34,222	83
Including: Exchange differences from translation of financial statements		39	83
Changes in fair value of investment properties		34,183	—
Other comprehensive income attributable to non-controlling shareholders, net after tax		26	55
Total comprehensive income		13,973	(11,162)
Total comprehensive income attributable to shareholders of the Company		15,175	(9,337)
Total comprehensive income attributable to non-controlling shareholders		(1,202)	(1,825)
Earnings per share:			
Basic earnings per share (RMB)	XVII.1	(0.10)	(0.05)
Diluted earnings per share (RMB)	XVII.1	(0.10)	(0.05)
Dividends	VIII.25	—	—

		Unit: RMB'000	
		For the six months ended 30 June	
Items	Notes	2025	2024 (Restated)
I. Cash flows from operating activities:			
Cash received from sales of goods and provision of service		60,290	90,586
Tax refund received		765	626
Other cash receipt relating to operating activities		13,565	5,502
Sub-total of cash inflows from operating activities		74,620	96,714
Cash paid for goods purchased and services enjoyed		49,851	83,296
Cash paid to and on behalf of employees		41,055	40,942
Payments of taxes and surcharges		5,056	2,736
Other cash payments relating to operating activities		12,666	25,376
Sub-total of cash outflows from operating activities		108,628	152,350
Net cash flows from operating activities		(34,008)	(55,636)
II. Cash flows from investing activities:			
Cash received from sales of investments		16,263	27,347
Cash received from returns on investment		8,202	10,518
Net cash received from disposal of fixed assets, intangible assets and other long-term assets		—	6
Other cash receipt relating to investing activities		—	—
Sub-total of cash inflows from investing activities		24,465	37,871
Cash paid to acquire fixed assets, intangible assets and other long term assets		2,124	650
Cash paid on investment		27,000	—
Other cash payments related to investing activities		—	—
Sub-total of cash outflows from investing activities		29,124	650
Net cash flows from investing activities		(4,659)	37,221

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

Unit: RMB'000			
For the six months ended			
30 June			
Items	Notes	2025	2024 (Restated)
III. Cash flows from financing activities:			
Cash received from investors		—	—
Including: Cash received from non-controlling shareholders' investment in subsidiaries		—	—
Cash received from borrowings obtained		—	—
Other cash receipts relating to financing activities		—	—
Sub-total of cash inflows from financing activities		—	—
Cash paid for repayment of borrowings		—	—
Cash paid for distribution of dividends or profits or interest expense		—	—
Including: Dividends and profits paid to non-controlling shareholders of subsidiaries		—	—
Other cash payments relating to financing activities		7,441	404
Sub-total of cash outflows from financing activities		7,441	404
Net cash flows from financing activities		(7,441)	(404)
IV. Effect of exchange rate changes on cash and cash equivalents		18	—
V. Net increase in cash and cash equivalents		(46,090)	(18,819)
Add: Balance of cash and cash equivalents at the beginning of the period		79,795	60,314
VI. Balance of cash and cash equivalents at the end of the period	VIII.26	33,705	41,495

Unit: RMB'000

Item	For the six months ended 30 June 2025						Non-controlling interest	Total shareholders' equity
	Equity attributable to shareholders of the Parent							
	Share capital	Capital reserve	Other comprehensive income	Surplus reserve (Note)	Undistributed profits	Subtotal		
Balance as at 31 December 2024	197,310	918,976	231,238	130,931	(840,719)	637,736	11,193	648,929
Effect of the changes in accounting policies	—	—	—	—	—	—	—	—
Balance as at 1 January 2025 (Restated)	197,310	918,976	231,238	130,931	(840,719)	637,736	11,193	648,929
Net profit	—	—	—	—	(19,047)	(19,047)	(1,228)	(20,275)
Other comprehensive income	—	—	34,222	—	—	34,222	26	34,248
Other comprehensive income carry-forward to retained earnings	—	—	—	—	—	—	—	—
Others	—	138	—	—	—	138	(7,823)	(7,685)
Sub-total of the changes for the period	—	138	34,222	—	(19,047)	15,313	(9,025)	6,288
Balance as at 30 June 2025	197,310	919,114	265,460	130,931	(859,766)	653,049	2,168	655,217

Item	For the six months ended 30 June 2024						Non-controlling interest	Total shareholders' equity
	Equity attributable to shareholders of the Parent							
	Share capital	Capital reserve	Other comprehensive income	Surplus reserve (Note)	Undistributed profits	Subtotal		
Balance as at 31 December 2023	197,310	934,606	193,326	130,931	(832,966)	623,207	11,767	634,974
Effect of business combination under the same control	—	—	—	—	(5,711)	(5,711)	—	(5,711)
Balance as at 1 January 2024 (Restated)	197,310	934,606	193,326	130,931	(838,677)	617,496	11,767	629,263
Net profit	—	—	—	—	(9,420)	(9,420)	(1,880)	(11,300)
Other comprehensive income	—	—	83	—	—	83	55	138
Other comprehensive income carry-forward to retained earnings	—	—	—	—	—	—	—	—
Others	—	—	—	—	—	—	—	—
Sub-total of the changes for the period	—	—	83	—	(9,420)	(9,337)	(1,825)	(11,162)
Balance as at 30 June 2024 (Restated)	197,310	934,606	193,409	130,931	(848,097)	608,159	9,942	618,101

Note: In accordance with the People's Republic of China ("PRC") regulations and the Articles of Association of the Company, each subsidiary of the Group is required to transfer 10% of the profit after tax, determined in accordance with the PRC Accounting Standards, to statutory surplus reserves each year until the balance reaches 50% of the registered share capital. Such reserves can be used to offset any losses to be incurred and to increase share capital. Except for the purpose of reduction of losses, no other usage shall result in the balance of surplus reserve falling below 25% of the registered share capital.

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

I. GENERAL INFORMATION

Beijing Media Corporation Limited (hereinafter referred to as the “Company”) was incorporated in the PRC on 28 May 2001 as a joint stock company with limited liability under the PRC Company Law. The Company is listed on the Main Board of the Stock Exchange of Hong Kong Limited (“Hong Kong Stock Exchange”).

The Parent of the Company is Beijing Youth Daily Agency (“BYDA”). The ultimate controlling company of the Company is Beijing Capital Group Company Limited.

The addresses of the registered office and principal place of business of the Company are disclosed in the “Corporate Information” section in the interim report. The consolidated financial statements are presented in Renminbi (“RMB”) which is the functional currency of the Company.

The Company and its subsidiaries (hereinafter referred to as (the “Group”)) are principally engaged in the provision of newspapers, magazines and outdoor advertising services, printing and trading of printing-related materials in the PRC.

II. SCOPE OF CONSOLIDATED FINANCIAL STATEMENTS

The subsidiaries which are included in the scope of consolidated financial statements for the six months ended 30 June 2025 of the Group are as follows:

Name of units	Shareholding (%)	
	Direct	Indirect
Beijing Beiqing Outdoor Advertisement Co., Ltd. (“Beiqing Outdoor”)	100.00	—
Beiqing Network Culture Communication Co., Ltd. (“Beiqing Network”)	100.00	—
BYD Logistics Company Limited (“BYD Logistics”)	92.84	—
Beijing Community Media Technology (Beijing) Co.,Ltd. (“Beiqing Community Media”)	74.12	1.70
Chongqing Youth Media Company Limited (“Chongqing Media”)	60.00	—
CHONG QING YOUTH (AMERICA) LLC (“Chong Qing America”) (Note 1)	—	60.00
Beijing Beiqing Innovative Cultural Industry Development Co., Ltd. (“Beiqing Innovative Cultural”)	100.00	—
Jingjian (Beijing) Culture Media Co., Ltd. (鏡鑑(北京)文化傳媒有限公司)	100.00	—

Note 1: Chong Qing America is 100% held by the Company’s 60% direct holding subsidiary, Chongqing Media.

III. BASIS OF PREPARATION OF FINANCIAL STATEMENTS**1. Basis of preparation**

The financial statements of the Group are prepared based on actual transactions and events according to the “Accounting Standards for Business Enterprises — Basic Standards” and its application guidelines, interpretations and other relevant regulations (hereinafter referred to collectively as the “Accounting Standards for Business Enterprises”) issued by the Ministry of Finance, the “Preparation Rules for Information Disclosure by Companies Offering Securities to the Public No. 15 — General Provisions on Financial Reports” (Revised in 2023) and relevant provisions issued by the China Securities Regulatory Commission (“CSRC”), as well as applicable disclosure requirements of the Rules Governing the Listing of Securities on Hong Kong Stock Exchange and the Hong Kong Companies Ordinance; and as stated in Note V. “Significant accounting policies and accounting estimates” to these financial statements.

2. Going concern

The Group has assessed its ability to continue as a going concern for the next 12 months since 30 June 2025, and no events or circumstances that may result in significant doubts on its ability as a going concern were noted. The financial statements were presented on a going concern basis.

3. Statement of compliance of Accounting Standards for Business Enterprises

The financial statements give a true, accurate and complete view of the financial position as at 30 June 2025, operation results, cash flows and other information from January to June 2025 of the Company and the Group in accordance with the “Accounting Standards for Business Enterprises”.

IV. STATEMENT OF COMPLIANCE OF ACCOUNTING STANDARDS FOR BUSINESS ENTERPRISES

The Group’s financial statements have been prepared in conformity with the “Accounting Standards for Business Enterprises”, and present truly, accurately and completely the relevant information in the consolidated financial position as at 30 June 2025 and the consolidated operating results and consolidated cash flows for the six months ended 30 June 2025.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES**1. Accounting period**

The accounting period of the Group is from 1 January to 31 December of each calendar year.

The period of this interim financial report is from 1 January 2025 to 30 June 2025.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

2. Reporting currency

The reporting currency of the Group is RMB. The financial statements of the Group are expressed in RMB.

3. Basis of preparation and principle of measurement

The Group's financial statements have been prepared on an accrual basis. Except for financial assets held for trading, other non-current financial asset, investment in other equity instrument and investment properties which are measured at fair value, the financial statements are prepared under the historical cost convention.

4. Business combination

(1) Business combination involving entities under common control

In a business combination involving enterprises under common control, if the acquirer pays for the business combination in cash, by transferring of non-cash assets or assuming liabilities, the share of carrying amount of held by the Company of the acquiree's net asset in the ultimate controlling party's consolidated financial statements at the acquisition date should be deemed as the original costs of the long-term equity investment. If the acquirer issues equity instruments for the business combination, the acquirer measures the share capital by the par value of the shares issued. The difference between the original investment costs and the carrying amounts of the consideration for the business combination (or the total par value of shares issued) will be adjusted to the capital reserves. If the capital reserves are insufficient to absorb the difference, the remaining amount shall be adjusted from retained earnings.

(2) Business combination involving entities not under common control

In a business combination involving enterprises not under common control, the combination costs are the aggregate of the fair values of the assets paid, the liabilities incurred or assumed and the equity instruments issued by the acquirer in exchange for control over the acquiree at the acquisition date. At the acquisition date, the acquired identifiable assets, liabilities and contingent liabilities of the acquiree that meet the recognition criteria are measured at their fair value. The Company shall recognise the difference of the combination costs in excess of its interest portion in the fair value of the net identifiable assets acquired from the acquiree as goodwill. The Company shall recognise the difference of the combination costs less than its interest portion in the fair value of the net identifiable assets acquired from the acquiree in the non-operating income for current period after reassessment.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***5. Criteria for judging control and basis of preparation of consolidated financial statement****(1) Criteria for judging control**

The scope of consolidation of the consolidated financial statements is determined on the basis of control. An investee is recognised as being controlled if the following three elements are present: power over the investee, a variable return as a result of participating in the relevant activities of the investee, and the ability to use the power over the investee to affect the amount of the return.

(2) Uniform accounting policies, balance sheet date and accounting period

If the subsidiaries adopt different accounting policies or accounting period, the Company shall make necessary adjustments to the subsidiaries' financial statements according to its accounting policies or in the accounting period when the consolidated financial statements are prepared.

(3) The elimination in the preparation of consolidated financial statements

The consolidated financial statements are prepared based on the individual balance sheet of the parent and its subsidiaries, after elimination of the transactions between the parent and its subsidiaries and among subsidiaries. The portion of a subsidiary's equity that is not attributable to the parent is treated as minority interests and presented in "non-controlling interests" under owners' equity in the consolidated balance sheet. The long-term equity investment of the parent held by one subsidiary shall be treated as the group company's treasury shares and a deduction of the shareholder's equity which is presented as "less: treasury shares" under owners' equity in the consolidated balance sheet.

(4) The accounting treatment for obtaining subsidiaries through a business combination

Where a subsidiary has been acquired through a business combination involving enterprises under common control, the obtained subsidiary is deemed to be included in the consolidated financial statements from the date when they are controlled by the ultimate controlling party. Their assets, liabilities, operating results and cash flows are included in the consolidated financial statements from the beginning of the accounting period in which the acquisition occurred. Where a subsidiary has been acquired through a business combination not involving enterprises under common control, their individual financial statements are adjusted based on the fair value of identifiable net assets at the acquisition date when preparing the consolidated financial statements.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

5. Criteria for judging control and basis of preparation of consolidated financial statement *(Continued)*

(5) Accounting treatment for disposal of subsidiaries

In respect of disposal of long-term equity investment in subsidiaries without losing control, the difference between disposal consideration and the net assets of subsidiaries attributable to the long-term equity investment continually calculated since the date of acquisition or combination date shall be adjusted to capital reserve (capital premium or share capital premium) in the consolidated financial statements. In case the capital reserve is insufficient for offset, retained earnings will be adjusted.

When the control over the investee is lost due to reasons such as disposal of part of the equity investment, remaining shareholding will be re-measured based on the fair value on the date of loss of control when preparing the consolidated financial statements. The difference between the sum of disposal consideration and fair value of the remaining equity less the share of the net assets attributable to the original shareholdings calculated from the date of acquisition or combination shall be recorded into the investment income for the period when the control is lost, and goodwill will be written off at the same time. Other comprehensive income related to the original equity investment in the subsidiary will be transferred to investment income for the period when control is lost.

6. Joint arrangement classification and accounting treatments of joint operations

(1) The classification of joint arrangement

Joint arrangements are classified as joint operations or joint ventures. A joint arrangement will be classified as joint operation when the joint arrangement is not reached through an individual entity. Individual entity is an entity with individual identifiable finance structure, including single legal entity and entity unqualified as legal entity but qualified as lawful entity. A joint arrangement is usually classified as joint venture when the joint arrangement is reached through incorporating an individual entity. When changes arising from relevant events or environment cause changes of the cooperative parties' rights and obligations in the joint arrangements, the cooperative parties shall reassess the classification of the joint arrangements.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES
*(Continued)***6. Joint arrangement classification and accounting treatments of joint operations** *(Continued)***(2) The accounting treatment of joint operations**

The party participating in joint operations shall recognise the following items relating to interests in the joint operations and accounts for them in accordance with related requirements of Accounting Standards for Business Enterprises: solely-held assets and solely-assumed liabilities, and share of any assets and liabilities held jointly; revenue from the sale of its share of the output arising from the joint operation; share of the revenue from the sale of the output by the joint operation; its own expenses; and share of any expenses incurred jointly.

The party involved in joint operations without common control power shall account for its investments referring to the treatment method of joint operation participants if it is entitled to relevant assets and undertake relevant liabilities of the joint operations, otherwise, it accounts for their investments according to related requirements of Accounting Standards for Business Enterprises.

(3) The accounting treatment of joint ventures

The party participating in a joint venture shall accounts for its investment in accordance with "Accounting Standards for Business Enterprises No. 2 Long term equity investment". And the party involved in joint ventures without common control power shall accounts for its investments according to its influence extent on the joint ventures.

7. Cash and cash equivalents

Cash recognised when the Group's preparing statement of cash flows represents cash on hand and deposits that can be readily drawn on demand. Cash equivalents recognised when the Group's preparing statement of cash flows represent short-term and highly liquid investments that are readily convertible to known amounts of cash and subject to an insignificant risk of change in value.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

8. Foreign currency business

(1) Foreign currency transactions

The Group records foreign currency transactions in RMB for accounting purpose using the spot exchange rate prevailing on the date when the transactions occur. As at the balance sheet date, monetary items denominated in foreign currency are translated to RMB by adopting the prevailing exchange rate on that date. Foreign exchange difference between the prevailing exchange rate on that date and the prevailing exchange rate on initial recognition or on the previous balance sheet date are recognised in profit or loss for the current period, except the foreign exchange arising from specific loan denominated in foreign currency qualified as capital expenditure and included in the cost of related assets. Non-monetary items denominated in foreign currency that are measured at historical cost are translated using the spot exchange rate at the date of the transaction, without changing their functional currency amounts. Non-monetary items denominated in foreign currency that are measured at fair value are translated using the exchange rate at the date when fair value was determined and the differences between the translated functional currency amount and the prior translated amount are treated as changes in fair value (including change in exchange rate) and recorded in profit or loss for the current period or other comprehensive income.

(2) The translation of financial statements denominated in foreign currency

If, among others, the Company's subsidiaries, joint ventures and associates adopt different reporting currencies, their financial statements denominated in foreign currency shall be translated to financial statements in RMB when preparing consolidated financial statements. The assets and liabilities are translated to RMB amounts using the spot exchange rate at the balance sheet date. Items of the equity, except for "undistributed profits", are translated at the spot exchange rate at the dates on which such items occurred. The revenue and expenditures in the statement of income are translated using the spot exchange rate at the transaction date. The difference arising from foreign currency financial statements translation is presented in other comprehensive income at the consolidated balance sheet within equity. Foreign currency cash flows are translated at the spot exchange rate prevailing on the date when the cash flow occurs. Effect arising from changes of exchange rates on cash is presented separately in the statement of cash flows. When disposing of foreign operations, exchange differences of foreign currency financial statements attributable to the foreign operations are transferred to profit or loss for the current period entirely or in proportion with the disposal portion of the foreign operations.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***9. Financial instruments****(1) Classification and reclassification of financial instruments**

A financial instrument is a contract that forms the financial assets of a party and forms the financial liabilities or equity instruments of other parties.

1) Financial assets

The Group will classify its financial assets as financial assets measured at amortised cost if both of the following conditions are met: ① Where the Group's business model for managing financial assets is aimed at collecting contractual cash flows; ② the contractual terms of the financial assets stipulate that the cash flow generated on a specific date is only the payment of the principal and the interest based on the outstanding principal amount.

The Group will classify its financial assets as financial assets at fair value through other comprehensive income if both of the following conditions are met: ① Where the Group's business model for managing financial assets is aimed at both collecting contractual cash flows and selling the financial assets; ② the contractual terms of the financial assets stipulate that the cash flows generated on a specific date are only the payment of the principal and interest based on the outstanding principal amount.

For investments in non-trading equity instruments, the Group may, at the time of initial recognition, irrevocably designate it as a financial asset at fair value through other comprehensive income. The designation is based on a single investment and the relevant investment is in line with the definition of the equity instrument from the issuer's perspective.

For those financial assets other than financial assets measured at amortised cost and financial assets at fair value through other comprehensive income, the Group classifies it as financial assets at fair value through profit or loss. At initial recognition, if accounting mismatch can be eliminated or reduced, the Group may irrevocably designate financial assets as financial assets at fair value through profit or loss.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

9. Financial instruments *(Continued)*

(1) Classification and reclassification of financial instruments *(Continued)*

1) Financial assets *(Continued)*

When the Group changes the business model for managing financial assets, all relevant financial assets as affected are reclassified on the first day of the first reporting period after the business model changes, and the reclassification is applied prospectively from the reclassification date. The Group does not retroactively adjust any previously recognised gains, losses (including impairment losses or gains) or interests.

2) Financial liabilities

On initial recognition, financial liabilities are classified as financial liabilities at fair value through profit or loss; financial liabilities at amortised cost. All financial liabilities are not reclassified.

(2) Measurement of financial instruments

On initial recognition, the Group's financial instruments are measured at fair value. For financial assets and financial liabilities at fair value through profit or loss, the related transaction expense is directly recognised in profit or loss for the current period. For financial assets or financial liabilities of other classes, the related transaction expense is included in the amount of initial recognition. Accounts receivable or notes receivable arising from sales of goods or rendering services, without significant financing component, are initially measured at the amount of consideration to which it expects to be entitled, provided that they do not contain a significant financing component or without taking into account of such financing component. Subsequent measurement of financial instruments depends on their classifications.

1) Financial Assets

① Financial assets at amortised cost

After initial recognition, such financial assets are measured at amortised cost using the effective interest method. Gains or losses arising from financial assets at amortised cost that are not parts of any hedging relationships are included in profit or loss in the period which they incurred when derecognised, reclassified, amortised or recognised the impairment under the effective interest method.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***9. Financial instruments** *(Continued)***(2) Measurement of financial instruments** *(Continued)***1) Financial Assets** *(Continued)***② Financial assets at fair value through profit or loss**

After initial recognition, gain or loss (including interest and dividend income) arisen from subsequent measurement of the financial assets (excluding the financial assets that are parts of the hedging relationships) at fair value is included in profit and loss in the period which they incurred.

③ Debt instruments investment at fair value through other comprehensive income

After initial recognition, such financial assets are subsequently measured at fair value. Interest, impairment loss or gain and exchange gain and loss calculated using the effective interest method is included in profit or loss in the period which they incurred, and other gains or losses are recognised in other comprehensive income. When derecognised, the accumulated gains or losses previously recognised in other comprehensive income are transferred out from other comprehensive income and included in profit or loss in the period which they incurred.

④ Investment in non-trading equity instruments designated at fair value through other comprehensive income

After initial recognition, such financial assets are subsequently measured at fair value. Except that dividend income received (excluding the parts recovered as investment costs) is included in profit or loss, other relevant gains or losses are included in other comprehensive income, and would not be transferred to profit or loss in the period.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

9. Financial instruments *(Continued)*

(2) Measurement of financial instruments *(Continued)*

2) Financial Liabilities

① Financial liabilities at fair value through profit or loss

Such financial liabilities include financial liabilities for trading purpose (including derivatives that are financial liabilities) and financial liabilities designated as at fair value through profit or loss. After initial recognition, the financial liabilities are subsequently measured at fair value. Except for those involving the hedge accounting, the gains or losses (including interest expenses) arising from changes in fair value of financial liabilities for trading purpose are included in profit or loss in the period which they incurred. The changes in fair value of financial liabilities designated at fair value through profit or loss that are attributable to the entity's own credit risk to be recognised in other comprehensive income, while other changes in fair value are included in profit or loss in the period. If the inclusion of the impact of changes in credit risk of such financial liabilities causes or increases the accounting mismatch of profit or loss, the Group will include all gains or losses of such financial liabilities in profit or loss in the period.

② Financial liabilities at amortised cost

After initial recognition, such financial liabilities are measured at amortised cost by using the effective interest method.

(3) Recognition method of financial instruments' fair value

For financial instruments in active markets, the Group determine their fair value using the quoted prices in active markets. If there is no active market, the Group determine their fair value using valuation techniques. The valuation techniques mainly include market approach, income approach and cost approach. In limited cases, if there is insufficient information used to determine the fair value, or if the range of possible estimated fair values is broad, and the cost represents the best estimate of the fair value in such a range, then such costs can represent the proper estimate of the fair value in that range. The Group determines whether the cost represents the fair value based on all information in relation to the results and operations of the investees available since the date of initial recognition.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***9. Financial instruments** *(Continued)***(4) Basis for recognition and measurement of transfer of financial assets and financial liabilities****1) Financial assets**

Financial assets of the Group are derecognised where: ① the contractual rights to receive cash flows from such financial assets have suspended; ② the Group has transferred substantially all the risks and rewards associated with ownership of such financial assets; ③ the financial assets have been transferred, though the Group has neither transferred nor retained substantially all the rewards associated with ownership of such financial assets, and has not retained control of such financial assets.

In the case that the Group has neither transferred nor retained substantially all the rewards associated with ownership of such financial assets and has retained control of such financial assets, the Group will continue to recognise such financial assets according to the extent of transfer of such financial assets, and will recognise relevant liabilities accordingly.

When the transfer of financial assets as a whole qualifies for derecognition, the Group will include the difference of the following two amounts in profit or loss in the period: ① the carrying amount of the transferring financial assets on the derecognition date; ② the sum of the consideration obtained from transferring the financial assets, and the amount of derecognised part in the accumulated changed amount of fair value directly included in other comprehensive income (the related transferring financial assets are the financial assets at fair value through other comprehensive income).

When a partial transfer of financial assets qualifies for derecognition, the carrying amount of the transferring financial assets is allocated between the part subject to and the part not subject to derecognition, in proportion to the respective fair values of those parts. The difference between: ① the carrying amount of the part derecognised on date of derecognition; and ② the sum of the consideration obtained from the part derecognised and the cumulative changed amount of fair value for the part derecognised (the related transferring financial assets are classified as the financial assets at fair value through other comprehensive income) is included in profit or loss in the period.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

9. Financial instruments *(Continued)*

(4) Basis for recognition and measurement of transfer of financial assets and financial liabilities *(Continued)*

1) Financial assets *(Continued)*

When derecognising the investment in non-trading equity instruments at fair value through other comprehensive income designated by the Group, the accumulated gains or losses previously included in other comprehensive income are transferred out from other comprehensive income and included in retained earnings.

2) Financial liabilities

Once the present obligation of financial liabilities (or parts of them) has been lifted, the Group derecognises the financial liabilities (or parts of them).

The difference between the carrying amount of financial liabilities (or parts of them) and the consideration paid (including transferred noncash assets or liabilities assumed) is recognised in profit or loss, when financial liabilities (or parts of them) are derecognised.

10. Determination of and accounting treatment for methods of expected credit loss

(1) Scope of expected credit loss

Based on the expected credit loss, the Group made the impairment accounting for financial assets at amortised cost (including accounts receivable), financial assets (including financing of accounts receivable) at fair value through other comprehensive income, rental receivable, and recognised the provision for such losses.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***10. Determination of and accounting treatment for methods of expected credit loss** *(Continued)***(2) Determination of expected credit loss**

The general approach to expected credit loss means that the Group assesses whether the credit risk of relevant financial instruments since its initial recognition is significantly increased on each balance sheet date, and divides the process of credit impairment of financial instruments into three stages, with different accounting treatment methods for impairment of financial instruments in different stages: (1) first stage, where the credit risk of financial instruments has not significantly increased since its initial recognition, the Group measures the provision for loss based on the expected credit loss of such financial instruments in the next 12 months, and calculates the interest income based on its book balance (that is, without deduction for credit allowance) and effective interest; (2) second stage, where the credit risk of financial instruments has significantly increased since its initial recognition but without credit impairment, the Group measures the provision for loss based on the expected credit loss of such financial instruments in the lifetime, and calculates the interest income based on its book balance and effective interest; (3) third stage, where there is a credit impairment since its initial recognition, the Group measures the provision for loss based on the expected credit loss of such financial instruments in the lifetime, and calculates the interest income based on its amortised cost (book balance minus provision made for impairment) and effective interest.

A simplification approach to expected credit loss, where the loss allowance is always measured at an amount equivalent to the expected credit loss in the lifetime.

(3) Accounting treatment for expected credit losses

In order to reflect the changes in the credit risk of financial instruments since its initial recognition, the Group re-measures the expected credit loss on each balance sheet date and the increase in or reversal of the loss provision resulting therefrom shall be deemed as impairment loss or gain to be included in profit and loss in the current period, and based on the types of financial instruments, offsetting against the carrying amount of the financial asset shown on the balance sheet or included in provision (loans commitment or financial guarantee contracts).

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

10. Determination of and accounting treatment for methods of expected credit loss (Continued)

(4) Method of measuring loss allowance for accounts receivable and rental receivable

- 1) Accounts receivable and contract assets without containing significant financing elements

For accounts receivable or contract assets without containing significant financing elements arising from the transactions regulated under the “Accounting Standards for Business Enterprises No. 14 — Revenue”, the Group adopts a simplification approach which always measures loss allowance based on the expected credit loss in the lifetime.

Based on the nature of financial instruments, the Group assesses whether credit risk has increased significantly on the basis of a single financial asset or a group of financial assets. According to the credit risk characteristics, the Group divides the notes receivable and accounts receivable into several groups, and calculates the expected credit losses on a combined basis. The basis for determining the group is as follows:

Accounts receivable group 1: Aging portfolio

Accounts receivable group 2: Related party

Notes receivable group 1: Bank acceptance bill

Notes receivable group 2: Trade acceptance bill

For accounts receivable designated to a group, the Group makes the comparison of trade receivables overdue days and full lifetime expected credit losses rate to calculate the expected credit losses by taking into account the historical credit losses experience, and the existing and forecast of future economic conditions. For bills receivable and contract assets designated to a group, the Group applies exposure at default and lifetime expected credit losses rate to calculate the expected credit losses by taking into account the historical credit losses experience and the existing and forecast of future economic conditions.

- 2) Accounts receivable and rental receivable containing significant financing elements

For accounts receivable or contract assets containing significant financing elements and rental receivable regulated by the “Accounting Standards for Business Enterprises No. 21 — Lease”, the Group measures loss provision based on general approach, i.e. “three stages” model.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***10. Determination of and accounting treatment for methods of expected credit loss *(Continued)*****(5) Method of measuring loss provisions for other financial assets**

For financial assets other than those mentioned above, e.g. debt investment, other debt investment, other receivables, long-term receivables other than rental receivable, etc., the Group measures loss provisions with the general method, i.e. the “three-stages” model.

The Group divides other receivables into several groups based on the nature of the payment and calculates the expected credit loss on the basis of the group. The basis for determining the group is as follows:

Other receivables group 1: Aging portfolio

Other receivables group 2: Related party payments

11. Inventory

Inventories of the Group mainly include goods in stock.

The Group maintains a perpetual inventory system. Inventories are recorded at actual cost of purchase when received. Actual cost is calculated using weighted average method when the inventories are consumed or issued. Low-value consumables are amortised in full when received for use.

At the end of the period, inventories are stated at the lower of costs and net realisable value. Where the inventories are expected not to be recoverable as they become damaged, partially or wholly obsolete or whose selling price is lower than its cost, provision for inventory impairment is made for the excess of its cost and net realisable value.

Net realisable value of the available-for-sale finished goods is determined by its estimated selling price less estimated selling expenses and related taxes.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

12. Contract assets and contract liabilities

(1) Contract assets

A contract asset is the Group's right to receive consideration in exchange for goods or services that the Group has transferred to a customer when that right is conditioned on something other than the passage of time. The provision for impairment of contract assets shall refer to the expected credit loss of financial instruments. For contract assets that do not contain significant financing elements, the Group adopts a simplified method to measure provision for loss. For contract assets that contain significant financing elements, the Group uses general methods to measure provision for loss.

If there is an impairment loss on contract assets, the amount that should be written down is debited to the "asset impairment loss" and credited to the impairment provision for contract assets; when the asset impairment provision already made is reversed, contrary accounting shall be made.

(2) Contract liabilities

The obligation of the Group to transfer goods or to provide services for consideration received or to be received is presented as contract liabilities.

Contract assets and contract liabilities under the same contract are presented on a net amount basis by the Group.

13. Long-term equity investment

(1) Determination of initial investment cost

Long-term equity investment acquired through a business combination: For a business combination involving enterprises under common control, the initial cost of a long-term equity investment is the acquirer's share of the carrying amount of the owners' equity in the acquiree. For a business combination not involving enterprises under common control, the initial cost of a long term equity investment is the cost of acquisition determined at the date of acquisition. For a long-term equity investment acquired in cash, the initial investment cost is the amount of cash paid. For a long-term equity investment acquired by issuing equity securities, the initial investment cost is the fair value of the equity securities issued. For a long-term equity investment acquired by debt restructuring, the initial investment cost is determined according to related requirements of the "Accounting Standards for Business Enterprises No. 12 — Debt Restructuring". For a long-term equity investment acquired by exchange of non-cash assets, the initial investment cost is determined according to related requirements of the Accounting Standards for Business Enterprises.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***13. Long-term equity investment** *(Continued)***(2) Subsequent measurement and recognition of profit or loss**

Where the Group is able to exercise control over an investee, the long-term equity investment is accounted for using the cost method. Where the Group has investments in associates and joint ventures, the long-term equity investment is accounted for using the equity method. Where portion of the long-term equity investment in an associate is indirectly held through venture capital organizations, mutual funds, trust companies or similar entities including investment-linked insurance funds, regardless of whether these entities can exercise significant influence on the investments, the Group shall measure the indirectly held portion at fair value through profit or loss and account for the remaining portion using the equity method according to "Accounting Standards for Business Enterprises No. 22 — Financial Instrument Recognition and Measurement".

(3) Basis for recognition of joint control or significant influence over an investee

Joint control of an investee is that the decision of activities that can significantly affect the arrangement's return must require the unanimous consent of the parties sharing control, including sale and purchase of goods or services, financial assets management, purchase and disposal of assets, research and development activity and financing activities etc. The Group holding of 20%–50% voting capital of the investee presents it can exercise significant influence over the investee. The Group usually can exercise significant influence over the investee even its voting capital is less than 20% if it can meet one of the following conditions: Appointing representatives in the board of directors or similar governing body of the investee; Participating in the strategy and policy decision process; Delegating management personnel to the investee; The investee relying on the Group's technique or technical material; Significant transactions occur between the Group and the investee.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

14. Investment properties

The investment properties of the Group are buildings leased for rental income.

Investment properties of the Group are measured at cost. The cost for investment properties purchased from outsiders includes purchase price, related taxes and other expenses directly related to the assets. The cost of investment properties constructed by the Group includes the required construction expenses incurred to bring the assets to the condition of intended use.

Investment properties of the Group are subsequently measured using fair value model. Gain or loss on changes in fair value of investment properties is recognised directly in current profit or loss.

The fair value of the investment properties of the Group are determined by the management of the Group on an open market basis by reference to properties of the same location and similar usage.

Where an investment property is changed for owner-occupied purpose, it is transferred to a fixed asset or intangible asset at the date of the change. Where the owner-occupied property is changed for earning rentals or for capital appreciation, the fixed asset or intangible asset is transferred to an investment property at the date of the change. On conversion, the carrying amount immediate before conversion is taken as the cost of the asset.

An investment property is derecognised on disposal or retirement when it is expected that there shall be no economic benefit through disposal. Where the investment properties are sold, transferred, retired or damaged, the proceeds from disposal after deducting the carrying amount and related taxes are recognised in current profit or loss.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***15. Fixed assets****(1) Recognition criteria of the fixed assets**

Fixed assets are tangible assets that are held for the purpose of producing goods, providing labor services, leasing or operation and management. The useful lives of fixed assets are more than one accounting year. It is recognised when the following conditions are met: it is probable that the economic benefits associated with the fixed asset will flow to the enterprise; and the cost of the fixed asset can be measured reliably.

(2) Classification and depreciation methods of fixed assets

The Group's fixed assets are mainly classified as buildings, plant and machinery, electronic equipment, motor vehicles and others. Fixed assets are depreciated using the average life method. The Group determines the useful life and estimated net residual value of a fixed asset based on the nature and utilization of the fixed asset. The Group reassesses the estimated useful life and estimated net residual value of a fixed asset and the depreciation method at the end of each year. Any changes on original estimates will be adjusted. Depreciation is provided for all fixed assets, except for the fixed assets that are fully depreciated and remain in use and the land that is accounted for separately.

The useful lives, estimated net residual values and depreciation rate of each type of the fixed asset of the Group are as follows:

Category	Useful life (years)	Estimated residual value rate (%)	Annual depreciation (%)
Buildings	20	0	5
Plant and Machinery	10	0	10
Motor vehicles	5	0	20
Office equipment	5	0	20
Electronic equipment	3	0	33.33

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

16. Intangible assets

(1) Calculation of intangible assets

The Group's intangible assets are initially calculated at cost. The actual cost of the purchased intangible assets is measured at the actual payment and other related expenses. The actual cost of intangible assets acquired by an investor is measured at the agreed considerations as specified in the investment contracts or agreements. In the case where the agreed consideration of the contracts or agreements is not justified, the assets are measured at fair value. The cost of a self-developed intangible asset is the total amount of expenditures incurred before reaching its intended use.

The Group's subsequent measurement methods for intangible assets are as follows: intangible assets with finite useful lives are amortised using the straight-line method, and at the end of each financial year, the useful lives and amortization methods of intangible assets are re-assessed and will be adjusted accordingly if they differ from the original estimates; intangible assets with indefinite useful lives are not amortised, but at the end of each financial year, the useful lives are re-assessed and when there is conclusive evidence that the useful lives are finite, the useful lives are estimated and amortised using the straight-line method.

(2) Judgment basis for uncertainty of useful life

The Group identifies an intangible asset with an indefinite useful life if an asset cannot be foreseen to provide economic benefits to the Company or has an indefinite useful life. The uncertain useful life is determined based on the following criteria: the intangible asset is derived from contractual rights or other legal rights, but the contractual or legal provisions do not specify the useful life; the intangible asset cannot be judged to bring economic benefits to the Company after taking into account industry conditions or relevant experts' opinions.

At the end of each financial year, the estimated useful lives of intangible assets with indefinite useful lives are reassessed mainly through the bottom-up method by the department concerned with the use of intangible assets, to evaluate whether there are changes in the basis of indefinite useful life judgment, etc.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***17. Impairment of long-term assets**

At each balance sheet date, if there are impairment indications for the long-term assets including long-term equity investments, investment property subsequently measured at cost model, fixed assets, construction in progress, productive biological assets measured at cost, oil and gas assets, intangible assets, etc., the Group shall perform an impairment test. If the outcome of impairment test indicates the recoverable amount of the asset is lower than its carrying amount, an impairment loss provision would be made based on the amount of shortfall and included in impairment loss.

The recoverable amount of an asset is determined by the higher of the net amount after deducting the disposal costs from the asset's fair value and the present value of the asset's estimated future cash flow. The provision for impairment of an asset is estimated and recognised on individual basis. If it is not possible to estimate the recoverable amount of the individual asset, the Group shall determine the recoverable amount of the asset group to which the asset belongs. The asset group is the minimum portfolio of assets that could generate cash inflow independently.

The impairment losses of assets will not be reversed in subsequent periods once they are recognised.

18. Long-term deferred expenses

Long-term deferred expenses of the Group are expenditures which has incurred and with a benefit period of more than 1 year (excluding 1 year). They are amortised evenly over the estimated benefit period. If one long-term deferred expense can't benefit the Company in the subsequent periods, the remaining balance of the long-term deferred expense shall be recognised as expense in current profit or loss.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

19. Employee benefits

Employee benefits are all forms of rewards or compensation provided by the Group in exchange for services rendered by employees or for the termination of employment. Employee benefits mainly include short-term benefits, postemployment benefits, termination benefits and other long-term employee benefits.

(1) Short-term benefits

In the accounting period in which employees have rendered services, the Group recognises the short-term benefits actually incurred as a liability, and charges it to current profit or loss, except where the same is included in the cost of relevant assets as required or permitted by the Accounting Standards for Business Enterprises. Welfare benefit are charged to current profit or loss or included in the cost of relevant assets when incurred. Non-monetary welfare benefits are measured at fair value. Contribution to social security schemes including medical insurance, work injury insurance, and maternity insurance and housing provident fund for employees, as well as appropriation to trade union funds and employee education funds are calculated on required basis and at required percentage, recognised as relevant liability and charged to current profit or loss or included in the cost of relevant asset over the period when employees provide services.

(2) Post-employment benefits

During the accounting period in which employees provide the service, the Group recognises a liability based on the amount payable under the defined contribution plan and records it in current profit or loss or in the cost of relevant asset. Benefit obligations arising under the defined benefit plan are attributed to the period over which employees provide services using the projected accumulated benefit unit credit method, and recorded in current profit or loss or in the cost of related asset.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***19. Employee benefits** *(Continued)***(3) Termination benefits**

Termination benefits provided by the Group to employees are recognised as an employee benefit liability and charged to current profit or loss at the earlier of the following dates: the Group cannot unilaterally withdraw the offer of termination benefits because of an employment termination plan or a curtailment proposal; when the Group recognises costs or expenses related to the restructuring that involves the payment of termination benefits.

(4) Other long-term employee benefits

If other long-term employee benefits provided by the Group to the employees meet the conditions for classifying as a defined contributions plan, those benefits are accounted for in accordance with the above requirements relating to the defined contribution plan. Besides, net obligations or net assets of other long-term employee benefits are recognised and measured in accordance with the above requirements relating to the defined benefits plan.

20. Revenue

When the Group has implemented the performance obligation in the contract, namely, when the customer obtains the right to control relevant goods, revenues will be recognised as per transaction prices allocated to such performance obligation. Obtaining the right to control the relevant goods means that it is able to dominate the use of the goods and derive almost all economic benefits therefrom. Performance obligation represents the Company's commitment to transfer distinct goods to the customer in the contract. The transaction price is the amount of consideration to which the Company expects to be entitled in exchange for transferring promised goods to a customer, excluding amounts collected on behalf of third parties and amounts expected to be refunded to a customer.

The satisfaction of performance obligation over time or at a point in time is determined by contractual terms or relevant law. For performance obligation satisfied over time, the Company recognises revenue over time by measuring the progress towards complete satisfaction of that performance obligation. Otherwise, the Company recognises revenue at the point in time at which the customer obtains control of relevant assets.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

20. Revenue *(Continued)*

The business revenues of the Group are mainly generated from sale of advertising spaces and incomes from printing, rental income and revenue from group operating projects. The principles of revenue recognition are as follows:

(1) Revenue from sale of advertising spaces

Revenue from advertising spaces is generally recognised pro rata over the period in which the advertisement is cancelled (net of VAT). Sales of advertising spaces, with award credits generating for customers, are accounted for as multiple element revenue transactions and the fair value of the consideration received or receivable is allocated between the advertising spaces sold and the award credits granted. The consideration allocated to the award credits is measured by reference to their fair value, which is the fair value of the award credits exchangeable of advertising space. Such consideration is not recognised as revenue at the time of the commencement of the sale transaction, but is deferred and recognised as revenue when such award credits are redeemed and the Group's obligations have been fulfilled.

(2) Revenue from printing

Revenue from printing, net of VAT, is recognised when the service is provided.

(3) Rental income

Rental income is recognised in accordance with the Group's accounting policy for lease (see Note V.24).

(4) Revenue from group operating projects

Revenue from group operating projects is recognised when the group operating services are provided.

21. Contract cost

Contract cost of the Group includes the incremental cost of obtaining the contract and the contract performance cost. The incremental cost obtaining the contract (the "contract obtaining cost") refers to the cost which will not occur if the contract is not obtained. Where the cost is expected to be recovered, the Company considers it as the contract obtaining cost and recognises it as an asset.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***21. Contract cost** *(Continued)*

Where the cost happened for performing the contract does not fall into the scope of inventories and other accounting standards for business enterprises and meets the following conditions at the same time, the Group considers it as the contract performance cost and recognises it as an asset:

- (1) The cost is directly related to a current contract or a contract expected to be obtained, including direct labor, direct materials, manufacturing fees (or similar fees), the cost set to be assumed by users and other costs arising merely from the contract;
- (2) The cost increased the resources of the Group to be used for performing the performance obligations in the future;
- (3) The cost is expected to be recovered.

The Group records the contract performance costs recognised as assets, which are amortised over a period of less than one year or one normal operating cycle on initial recognition, in the "Inventory" in the balance sheet; which are amortised over a period of more than one year or one normal operating cycle on initial recognition, in "Other non-current assets" in the balance sheet.

Assets recognised for the incremental costs of obtaining a contract and assets recognised for the costs to fulfill a contract (the "contract cost-related assets") are amortised on the same basis as the revenue recognition of the goods related to the assets and are included in the current profit and loss. The Group includes the incremental costs of obtaining a contract in current profit or loss when incurred if the amortisation period of the asset formed by obtaining incremental cost of the contract is one year or less.

When the carrying value of the contract cost-related assets is higher than the difference between the following two items, the Group shall make the impairment provisions for the excess and recognise it as losses on asset impairment: ① the remaining consideration expected to be obtained from transfer of commodities related to the asset; ② the cost estimated to be incurred for the transfer of such commodities.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

22. Government grants

(1) Category and accounting treatment of government grants

Government grants are the monetary assets and non-monetary assets received from the government without consideration (excluding the capital invested by the government as the owner). As monetary assets, government grants are measured based on the actual received or receivable amounts. As non-monetary assets, government grants are measured based on their fair value; if the fair value cannot be estimated reliably, it will be measured based on nominal amount.

Government grants related to daily activities are included in other income according to the substance of the economic activities. Government grants unrelated to daily activities are included in nonoperating income.

The government grants which are clearly defined in the government documents to be used for acquisition, construction or other projects that form a long-term asset are recognised as asset-related government grants. Regarding the government grant that is not clearly defined in the government documents and can form long-term assets, the part of government grant which can be referred to the value of the assets is classified as government grant related to assets and the remaining part is government grant related to income. For the government grant that is difficult to distinguish, the entire government grant is classified as government grant related to income. Any government grants related to assets are recognised as deferred income, the amount of which shall be recorded in the current profit or loss in installments with a reasonable and systematic method over the useful lives of relevant assets.

The government grants other than those related to assets are recognised as government grants related to income. The income-related government grants used to compensate relevant expenses or losses to be incurred by the enterprise in subsequent periods are recognised as deferred income and recorded in profit and loss for the current period when such expenses are recognised while those used to compensate relevant expenses or losses that have been incurred by the enterprise are recorded directly in profit or loss for the current period.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***22. Government grants** *(Continued)***(1) Category and accounting treatment of government grants** *(Continued)*

Where the Group obtains an interest subsidy for policy-related preferential loans, the government either appropriates an interest subsidy to the lending bank, allowing the latter to provide loans at a preferential interest rate to the Group that shall recognise the loan amount received as the book-entry value of such loans, and calculate the relevant loan expenses according to the loan principal and the preferential interest rate.

(2) The recognition time point for government grants

The governmental grants would be recognised upon satisfaction of the conditions attached and when the receipt of such amount of grants is assured. Specifically, the governmental grants measured at the amount receivable will be recognised when there is unambiguous evidence suggesting the conformance to related conditions as provided in financial support policies and financial support fund is expected to be received at the end of financial year. Other government grants other than those measured at the amount receivable will be recognised at the actual time of receiving such grants.

23. Deferred income tax assets and deferred income tax liabilities**(1) Recognition of deferred income tax**

Deferred income tax assets or deferred income tax liabilities are calculated and recognised based on the difference between the carrying amount and tax base of assets and liabilities (for items not recognised as assets and liabilities but with their tax base being able to be determined according to tax laws, tax base is recognised as the difference) and in accordance with the tax rate applicable to the period during which the assets are expected to be recovered or the liabilities are expected to be settled.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

23. Deferred income tax assets and deferred income tax liabilities *(Continued)*

(2) *Measurement of deferred income tax*

Deferred income tax assets are recognised to the extent of the amount of the taxable income, which it is most likely to obtain to deduct from the deductible temporary difference. At the balance sheet date, if there is any exact evidence that it is probable that future taxable profits will be available against which deductible temporary differences can be utilised, the deferred tax assets unrecognised in prior accounting periods are recognised. The carrying amount of deferred tax asset is reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow the benefit of the deferred tax asset to be utilised.

Deferred tax liabilities shall be recognised for the taxable temporary differences associated with investments in subsidiaries and associates; with the exception that the Group is able to control the timing of the reversal of the temporary difference and it is probable that the temporary difference will not reverse in the foreseeable future. The deductible temporary differences associated with investments in subsidiaries, associates, the corresponding deferred tax asset is recognised when it is probable that the temporary difference will reverse in the foreseeable future and it is probable that taxable profits will be available in the future against which the temporary difference can be utilised.

(3) *Basis for net offsetting of deferred income tax*

Deferred income tax assets and deferred income tax liabilities are presented on a net basis when the following conditions are met: the enterprise has the legal right to settle the current income tax assets and current income tax liabilities on a net basis; deferred income tax assets and deferred income tax liabilities are related to income taxes levied by the same tax administration department on the same taxable entity or different taxable entities, however, in the future period when each significant deferred income tax asset and deferred income tax liability are reversed, the taxable entities involved intend to settle the current income tax assets and current income tax liabilities on a net basis or acquire assets and settle debts simultaneously.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***24. Lease****(1) The accounting treatment for leased assets**

At the beginning of the lease term, the Group recognises the right-of-use assets and lease liabilities for leases other than short-term leases and leases of low-value assets, and depreciation and interest expenses are recognised during the lease term.

The Group includes lease payments for short-term leases and leases of low value assets into current expenses on a straight-line basis in each period of the lease term.

1) Right-of-use assets

The right-of-use assets refer to the right of the lessee to use the leased asset during the lease term. On the commencement date of the lease term, right-of-use assets are initially measured at cost. The cost includes: ① the amount of the initial measurement of the lease liability; ② the lease payment made on or before the commencement date of the lease term, less any lease incentive received if any; ③ the initial direct costs incurred by the lessee; ④ an estimate of costs to be incurred by the lessee in dismantling and removing the leased assets, restoring the site on which it is located or restoring the leased asset to the condition required by the terms and conditions of the lease.

The depreciation for right-of-use assets of the Group is categorised and provided using the average life method. For those leased assets which can be reasonably determined that their ownership will be acquired at the expiration of the lease term, depreciation will be provided within the estimated remaining useful life of the leased assets; for those which cannot be reasonably determined that their ownership will be acquired at the expiration of the lease term, depreciation will be provided within the shorter of the lease term and the remaining useful life of the leased assets.

The Group determines whether the right-of-use assets have been impaired and treats any impairment in accordance with the relevant provisions under the "Accounting Standards for Business Enterprises No.8 — Asset Impairment".

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

24. Lease (Continued)

(1) The accounting treatment for leased assets (Continued)

2) Lease liabilities

Lease liabilities are initially measured based on the present value of outstanding lease payment on the commencement date of the lease term. Lease payment include: ① fixed payments (including in-substance fixed payments), less any relevant lease incentives if any; ② variable lease payments subject to an index or a rate; ③ estimated payables based on the residual value of the guarantee provided by the lessee; ④ the exercise price under the purchase option if the lessee is reasonably certain to exercise; ⑤ payments for exercising the option of termination of a lease if the lease term reflects the lessee exercising the option to terminate.

The Group uses the inherent interest rate of the lease as the discount rate; if the inherent interest rate of the lease cannot be determined, the incremental borrowing interest rate of the Company should be used as the discount rate. The Group calculates the interest expenses of lease liabilities for each period over the lease term based on the fixed periodic rate and recognises them in financial expenses. Such periodic rate is the discount rate or revised discount rate adopted by the Company.

The variable lease payments that are excluded in the measurement of lease liabilities are recognised in the current profit and loss when they actually occur.

If there are any changes in the Group's evaluation of the lease renewal option, the lease termination option or the purchase option, the lease liabilities shall be remeasured at the present value calculated based on the changed lease payments and the revised discount rate, and the book value of the right-of-use assets shall be adjusted accordingly. If there are any changes in actual lease payments, the estimated payables of guaranteed residual value or the variable lease payments subject to an index or a rate, the lease liabilities are remeasured at the changed lease payments and the present value calculated at the original discount rate, and the book value of the right-of-use assets shall be adjusted accordingly.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***24. Lease (Continued)****(2) Accounting treatment of leased assets**

- 1) Accounting treatment of operating leases
During each period of the lease term, the Group recognises the lease payments from operating leases as rental income on a straight-line basis. The initial direct costs incurred by the Company in relation to the operating leases are capitalised, and are accounted for in current income based on the same recognition basis as the rental income during the lease term.
- 2) Accounting treatment of finance leases
At the commencement date of lease term, the Group recognises the difference between the sum of finance lease receivables and the unguaranteed residual value, and the present value thereof as unrealised finance income, and recognises the same as rental income over the periods when rent is received in the future. The Group's initial direct costs associated with rental transactions shall be included in the initial measurement of the finance lease receivables.

25. Held-for-sale and discontinued operations

Non-current assets or disposal groups are classified as held-for-sale assets when all the following conditions are met: a) the asset or disposal group must be available for immediate sale in its present condition subject only to terms that are usual and customary for sales of such assets or disposal groups; b) the sale must be highly probable, i.e. the Company has signed an irrevocable transfer agreement with the transferee and the transfer is expected to be completed within one year. If related regulations require pre-approval for the sale, the sale transaction has been approved.

When a non-current asset or disposal group classified as held for sale is initially measured or re-measured at each balance sheet date, if the book value of the non-current asset or disposal group is higher than its fair value, the difference will be deducted from the book value and recognised as impairment provision of assets held for sale in the profit and loss for current period.

Non-current asset or disposal group classified as held-for-sale asset will be presented as held-for-sale assets and the liabilities in the disposal group will be presented as held-for-sale liabilities in the balance sheet.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

25. Held-for-sale and discontinued operations *(Continued)*

A discontinued operation is a clearly distinguished component of an entity, that either has been disposed of, or is classified as held for sale, and meets any of the following criteria:

- (1) the component represents a separate principal business or a single principal area of operation;
- (2) is part of a single co-ordinated plan to dispose of a separate major line of business or geographical area of operations;
- (3) is a subsidiary acquired exclusively with a view to resale.

26. Accounting for income tax

Income tax is accounted for using liability method. Income tax expenses represent the sum of current tax and deferred tax. Except for current tax and deferred tax relating to the transactions and matters that are directly recorded in shareholders' equity are dealt with in shareholders' equity, and deferred tax arising from a business combination is adjusted to the carrying value of goodwill, expenses or income of all other current tax and deferred tax are recognised in the profit or loss for the period.

The current income tax payable is the amount of tax payable to the taxation authority by the enterprises in respect of the transactions and matters of the current period calculated according to the taxation regulations. The deferred income tax is the difference between the balances of the deferred income tax assets and deferred income tax liabilities that should be recognised using the balance sheet liabilities approach at the end of the period and their balances originally recognised.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***27. Segment information**

Operating segments of the Group are identified based on internal organization structure, management requirements and internal reporting policies. The reporting segments are determined based on operating segments. An operating segment represents a component of the Group that satisfied the following criteria simultaneously: (1) the component engages in business activities from which it may earn revenues and incur expenses; (2) whose operating results are regularly reviewed by the Company's management to make decisions on resources to be allocated to the segments and assess its performance; (3) financial information of the segments such as financial position, operating results and cash flow is available to the Company.

The price of intra-segment transactions is determined by market rates. Expenses, other than those which are unable to allocate reasonably, are allocated between segments in proportion with their revenue.

28. Significant judgements made in the process of applying accounting policies and key assumptions and uncertainties involved in accounting estimates

In the application of the Group's accounting policies, the directors of the Group are required to make judgments, estimates and assumptions on the carrying amounts of assets and liabilities that are not readily available from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised for the period in which the estimate is revised if the revision affects only that period or for the current and future periods if the revision affects both periods.

The followings are the key assumptions on the future and other key sources of estimation uncertainty at the end of the reporting period, that is probable to cause a material adjustment to the carrying amounts of assets and liabilities of the next financial year.

(1) Building ownership

Certain buildings and investment properties of the Group have not been granted with Building Ownership Certificates by relevant government authorities. In the opinion of the directors of the Group, the absence of Building Ownership Certificates of these buildings will not impair the value of the buildings and investment properties of the Group.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

(Continued)

28. Significant judgements made in the process of applying accounting policies and key assumptions and uncertainties involved in accounting estimates

(Continued)

(2) Depreciation of fixed assets

Fixed assets are depreciated on a straight-line basis over their estimated useful lives and estimated residual values. The determination of the useful lives and residual values involve the estimates of the management. The Group assesses annually the residual value and useful life of the fixed asset and if the expectation differs from the original estimate, such a difference may affect the depreciation charge in the interim of the year and in the future periods.

(3) Fair value of investment properties

Investment properties are measured at fair value estimated by the management. The management will determine the fair value on an open market basis by reference to properties of the same location and condition. Should there are any changes in assumptions due to the change in market condition, the fair value of the investment properties will be adjusted accordingly.

(4) Allowance for bad debts of account receivables and other receivables

The Group assesses expected credit loss of account receivables by using the risk exposure of default of account receivables and expected credit loss rate and determines the expected credit loss rate based on the probability of default and rate of default loss. When determining the expected credit loss rate, the Group refers to the experience of historical credit loss, and makes adjustments considering the current situation and forward-looking information, which is measured with indicators including the risk of economic downturn, external market environment, industrial risks and changes in customers' situation, etc.

V. SIGNIFICANT ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES*(Continued)***28. Significant judgements made in the process of applying accounting policies and key assumptions and uncertainties involved in accounting estimates***(Continued)***(5) Impairment of interests in joint ventures and associates**

The Group tests annually whether the interests in joint ventures and associates have suffered any impairment in accordance with the Group's accounting policy. The entire carrying amount of the investment (including goodwill) is tested impairment as a single asset by comparing its recoverable amount (higher of value-in-use and fair value less cost to sell) with its carrying amount. The value-in-use calculation requires the use of estimates and judgments including estimation of the future cash flows, determination of applicable discount rate, estimation of exchange rate and future industry trends and market condition and makes other assumptions. Changes in these estimates and assumptions could affect the determination of recoverable amount.

(6) Impairment loss for inventories

The management of the Group reviews the aging of the inventories at the end of each reporting period, and makes allowance for obsolete and slow moving inventory items identified that are no longer suitable for use or saleable in the market. The management estimates the net realisable value for such items based primarily on the latest invoice prices and current market condition. The Group carries out an inventory review on a product basis at the end of each year and makes allowance for obsolete items. Where the actual future cash flows are less than expected, a material impairment loss may arise.

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VI. CHANGES IN ACCOUNTING POLICIES AND ACCOUNTING ESTIMATES

1. Changes in significant accounting policies

There were no changes in the Group's accounting policies for current period.

2. Changes in significant accounting estimates

There were no changes in the Group's accounting estimates for current period.

VII. TAXES

1. Main tax categories and tax rates

Tax category	Tax base	Tax rate
Value added tax	The VAT payable shall be the balance of the output tax for the period after deducting the input tax for the period, and output VAT is calculated based on 13%, 9%, 6%	13%, 9%, 6%
Cultural undertakings development tax	Taxable revenue from advertising	3%
Urban maintenance and construction tax	Turnover tax payable	7%
Education tax surcharge	Turnover tax payable	3%
Local education tax surcharge	Turnover tax payable	2%
Corporate income tax	Taxable income	25%

VII. TAXES (Continued)**2. Significant tax Incentives**

According to the “Announcement of the Ministry of Finance and the State Administration of Taxation on Further Supporting the Tax and Fee Policies for Small and Micro Enterprises and Individual Business” (Announcement of MOF and SAT [2023]No. 12) (《財政部稅務總局關於進一步支持小微企業和個體工商戶發展有關稅費政策的公告》(財政部稅務總局公告2023年第12號)), for the part of annual taxable income of small and low-profit enterprises not exceeding RMB3 million, the amount shall be included in the taxable income at a lower rate of 25%, and the enterprise income tax shall be paid at the tax rate of 20%. The implementation period is from 1 January 2023 to 31 December 2027.

Pursuant to the “Announcement on the Taxation Policies relating to the Transformation of Operational Cultural Public Institutions into Enterprises in the Cultural Regime Reform issued by the Ministry of Finance, the State Administration of Taxation and the Central Publicity Department” (Announcement of Ministry of Finance, the State Administration of Taxation and the Central Publicity Department No. 20 of 2024) (《財政部稅務總局中央宣傳部關於文化體制改革中經營性文化事業單位轉制為企業稅收政策的公告》(財政部稅務總局中央宣傳部公告2024年第20號)), operational cultural public institutions that have completed the structure reform before 31 December 2022 can enjoy the Enterprise Income Tax (EIT) exemption from the date of registration of the transformation until 31 December 2027.

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

1. Financial assets held for trading

Item	As at 30 June 2025	As at 31 December 2024
Wealth management product	127,388	114,270
Including: Securities companies' asset management products	127,388	114,270
Total	127,388	114,270

2. Accounts receivable

Item	As at 30 June 2025	As at 31 December 2024
Accounts receivable	369,902	361,354
Less: Provision for bad debts	330,005	333,119
Net accounts receivable	39,897	28,235

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

2. Accounts receivable (Continued)

The following is an aging analysis of accounts receivable presented based on the invoice date (net of provision for bad debts):

Item	As at 30 June 2025	As at 31 December 2024
0-90 days	22,468	19,995
91-180 days	5,963	1,241
181-365 days	6,932	1,499
1-2 years	2,624	3,325
Over 2 years	1,910	2,175
Total	39,897	28,235

The top five accounts receivable as at 30 June 2025 represented 49.84% of the total accounts receivable.

3. Prepayments

Item	As at 30 June 2025	As at 31 December 2024
Prepayments	9,390	6,061
Less: Provision for bad debts	—	—
Net prepayments	9,390	6,061

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

3. Prepayments (Continued)

The following is an aging analysis of prepayments:

Item	As at 30 June 2025	As at 31 December 2024
Within 1 year	8,389	5,978
Over 1 year	1,001	83
Total	9,390	6,061

The top five prepayments as at 30 June 2025 represented 72.95% of the total prepayments.

4. Other receivables

Item	As at 30 June 2025	As at 31 December 2024
Dividends receivable	8,842	8,196
Other receivables	207,222	221,806
Less: Provision for bad debts	193,698	201,290
Net other receivables	22,366	28,712

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

4. Other receivables (Continued)

4.1 Dividend receivables

Dividend receivables by nature

Item	As at 30 June 2025	As at 31 December 2024
Investment dividend	8,842	8,196
Less: Provision for bad debts	50	135
Total	8,792	8,061

4.2 Other receivables

- (1) The following is an aging analysis of other receivables (net of provision for bad debts):

Item	As at 30 June 2025	As at 31 December 2024
Within 1 year	3,787	15,005
1–2 years	9,341	5,189
2–3 years	25	304
3–4 years	298	148
Over 4 years	123	5
Total	13,574	20,651

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS
(Continued)

4. Other receivables (Continued)

4.2 Other receivables (Continued)

(2) Other receivables classified by nature

Nature	As at 30 June 2025	As at 31 December 2024
Related-party current account	3,664	2,473
External unit current account	190,285	205,446
Deposit and margin	10,153	9,635
Reserve funds	1,915	1,580
Others	1,205	2,672
Total	207,222	221,806

5. Other current assets

Item	As at 30 June 2025	As at 31 December 2024
VAT to be deducted	26,901	29,595
Prepaid income tax	1,768	—
Total	28,669	29,595

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

6. Long-term equity investments

(1) Types of long-term equity investments

Type	As at 30 June 2025	As at 31 December 2024
Investments in associates — under equity method	—	—
Less: Provision for impairment for investments in associates	—	—
Total	—	—

As at 30 June 2025, for details of the associates of the Group, please refer to “X. Interests in Other Entities” of this note.

(2) Types of long-term equity investments

Investees	Changes in the period									
	Balance as at			Investment						Balance of
	1 January	Additional	Decrease in	gain or loss	Other	Declaration	Provision		Balance as at	provision as at
	2025	investment	investment	under equity	comprehensive	of cash	for	Others	30 June	30 June
				method	income	dividend or	impairment		2025	2025
					adjustment	profit				
Beijing Shangyou Network Technology Co., Ltd.	—	—	—	—	—	—	—	—	—	—
Beijing Leisure Trend Advertising Company Limited	—	—	—	—	—	—	—	—	—	—
Beijing Beisheng United Insurance Agency Co., Ltd.	—	—	—	—	—	—	—	—	—	—
Beijing Shengyi Automobile Technology Co., Ltd.	—	—	—	—	—	—	—	—	—	—
BY Times Consulting Co., Ltd.	—	—	—	—	—	—	—	—	—	—
Beijing Beiqing Top Advertising Limited	—	—	—	—	—	—	—	—	—	—
Total	—	—	—	—	—	—	—	—	—	—

Investments in associates including Beijing Leisure Trend Advertising Company Limited, Beijing Shengyi Automobile Technology Co., Ltd., Beijing Beisheng United Insurance Agency Co., Ltd., BY Times Consulting Co., Ltd., Beijing Beiqing Top Advertising Limited, Beijing Shangyou Network Technology Co., Ltd. have been written down to nil under the equity method.

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For the six months ended 30 June 2025

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS (Continued)

6. Long-term equity investments (Continued)

(3) Investments in associates

Item	As at 30 June 2025	As at 31 December 2024
Unlisted investments, at cost	32,155	32,155
Share of post-acquisition profit	(32,155)	(32,155)
Provision for impairment	—	—
Total	—	—

As at 30 June 2025, for details of the associates of the Group, please refer to "X. Interests in Other Entities" of this note.

7. Investment in other equity instruments

(1) Investment in other equity instruments

Item	Investment cost	As at 30 June 2025	As at 31 December 2024	Dividend income recognised for the period
Beijing Youth Daily New Media Co., Ltd. (北京青年報新媒體有限公司) (Note)	500	3,577	3,577	—
Beijing International Advertising and Communication Group Co., Ltd.	33,119	36,853	36,853	—
Beiyang Publishing and Media Co., Ltd.	103,000	264,379	264,379	8,842
Beijing Keyin Media Culture Co., Ltd.	6,560	36,444	36,444	—
Total	143,179	341,253	341,253	8,842

Note: Beijing Youth Daily Newspaper Internet Communication Technology Co., Ltd was renamed as Beijing Youth Daily New Media Co., Ltd. on 3 February 2025.

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

7. Investment in other equity instruments (Continued)

(2) Investment in other equity instruments is analyzed as follows:

Type	As at 30 June 2025	As at 31 December 2024
Unlisted equity investments, PRC	341,253	341,253
Total	341,253	341,253

8. Investment properties

Investment properties measured at fair value

Type	As at 30 June 2025	As at 31 December 2024
Buildings	95,743	53,633
Total	95,743	53,633

The fair value of the Group's investment properties as at 30 June 2025 have been arrived at by reference to recent market prices for similar properties in the same locations and conditions.

As at 30 June 2025, the carrying values of the investment properties for which the Group had not been granted formal title amounted to approximately RMB4,099 thousand. In the opinion of the directors of the Company, the absence of formal title to these properties does not impair the value of the relevant properties to the Group. The directors of the Company also believe that formal title to these properties will be granted to the Group in due course.

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS (Continued)

8. Investment properties (Continued)

Investment properties measured at fair value (Continued)

The Board of the Company has passed a resolution to convert some of our own properties into investment properties on 1 January 2025, and subsequently measured them at fair value. The Company has hired Lianhezhonghe Land and Real Estate Assets Appraisal Co., Ltd.* (聯合中和土地房地產資產評估有限公司) to evaluate the fair value of the relevant property on the conversion date and issue an asset appraisal report. The assessed value is RMB42,110 thousand, and the book value of the relevant property on the conversion date is RMB7,927 thousand, with an assessed appreciation of RMB34,183 thousand.

9. Fixed assets

For the six months ended 30 June 2025, the fixed assets of the Group increased by RMB153 thousand (corresponding period of 2024 (restated): increased by RMB785 thousand).

For the six months ended 30 June 2025, the disposal of fixed assets with original carrying amount of the Group is RMB0 thousand (corresponding period of 2024 (restated): RMB567 thousand).

For the six months ended 30 June 2025, the depreciation of fixed assets recognised in the income statement is RMB366 thousand (corresponding period of 2024 (restated): RMB256 thousand).

10. Intangible assets

For the six months ended 30 June 2025, the intangible assets of the Group increased by RMB8 thousand (corresponding period of 2024 (restated): increased by RMB99 thousand).

For the six months ended 30 June 2025, the amortization of intangible assets recognised in the income statement is RMB234 thousand (corresponding period of 2024 (restated): RMB447 thousand).

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

11. Other non-current assets

Item	As at 30 June 2025	As at 31 December 2024
Prepayments for film project (Note)	24,000	24,000
Less: Provision for impairment	24,000	24,000
Total	—	—

Note: Prepayments for film project are relevant to the Company's participation in film and television production of "Oriental King of Soccer" (《東方球王》). The project settlement period exceeds one year. The Company entered into agreements with Daqianmen (Beijing) Media Co. Ltd., pursuant to which the Company participated in the production of TV series "Oriental King of Soccer". As at 30 June 2025, the balance of prepayments related to the television project "Oriental King of Soccer" was RMB24,000 thousand. "Oriental King of Soccer" has not been released.

12. Breakdown of impairment provision of assets

Item	As at 1 January 2025	Increase during the period		Decrease during the period		As at 30 June 2025
		Provision	Other transfer in	Reversal	Other transfer out	
Provision for bad debts	534,409	1,783	1,071	—	13,560	523,703
Provision for impairment of inventories	1,379	—	—	—	1,324	55
Provision for impairment of intangible assets	8,460	—	—	—	—	8,460
Provision for impairment of other non-current assets	24,000	—	—	—	—	24,000
Total	568,248	1,783	1,071	—	14,884	556,218

(Amounts expressed in thousands of RMB unless otherwise stated
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For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

13. Accounts payable

Item	As at 30 June 2025	As at 31 December 2024
Accounts payable	17,125	21,184
Total	17,125	21,184

The following is an aging analysis of accounts payable as at 30 June 2025 presented based on the invoice date:

Item	As at 30 June 2025	As at 31 December 2024
0-90 days	8,293	7,180
91-180 days	859	8,954
181-365 days	2,937	10
Over one year	5,036	5,040
Total	17,125	21,184

14. Other payables

Nature	As at 30 June 2025	As at 31 December 2024
Current account	13,156	15,789
Deposit and margin	889	1,200
Collection and payment for other persons	648	383
Others	2,776	634
Total	17,469	18,006

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

15. Other comprehensive income

Item	As at 1 January 2025	Amount before income tax for the year	Less: other comprehensive income subsequently reclassified into profit or loss in current period	Less: income tax expenses	Amount after tax attributable to the parent company	Amount after tax attributable to non-controlling shareholders	As at 30 June 2025
1. Other comprehensive income							
subsequently unable to be reclassified into profit or loss	230,487	—	—	—	—	—	230,487
Including: Change in fair value of investments in other equity instruments	230,487	—	—	—	—	—	230,487
2. Other comprehensive income							
subsequently able to be reclassified into profit or loss	751	34,248	—	—	34,222	26	34,973
Including: Items attributable to investees under equity method subsequently reclassified to profit or loss	550	—	—	—	—	—	550
Changes in fair value of investment properties	—	34,183	—	—	34,183	—	34,183
Exchange differences from translation of financial statement	201	65	—	—	39	26	240
Total other comprehensive income	231,238	34,248	—	—	34,222	26	265,460

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

16. Total operating income, operating costs

Item	For the six months ended	
	2025	2024 (Restated)
Principal operating income	62,607	93,443
Other operating income	3,378	4,494
Total operating income	65,985	97,937
Principal operating costs	72,383	92,925
Other operating costs	5	141
Total operating costs	72,388	93,066
Gross profit	(6,403)	4,871

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

16. Total operating income, operating costs (Continued)

Principal operations — by business segment

For the six months ended 30 June				
Item	2025		2024 (Restated)	
	Operating income	Operating costs	Operating income	Operating costs
Advertising	46,038	54,105	51,808	52,021
Printing	—	—	2	1
Trading of printing-related materials	8,654	9,745	29,905	28,711
Others	7,915	8,533	11,728	12,192
Total	62,607	72,383	93,443	92,925

The sum of operating income from the top five customers is RMB18,536 thousand, representing 28.09% of operating income for the six months ended 30 June 2025.

Other operating income includes revenue from property rental income of RMB2,246 thousand.

(Amounts expressed in thousands of RMB unless otherwise stated
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For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

17. Tax and Surcharges

For the six months ended		
30 June		
Item	2025	2024 (Restated)
Property tax	512	633
Expenses for cultural undertakings development	211	245
Urban maintenance and construction tax	52	58
Education surcharge	30	24
Local education surcharge	20	17
Others	21	52
Others	846	1,029

18. Financial expenses

For the six months ended		
30 June		
Item	2025	2024 (Restated)
Interest expenses	64	90
Less: Interest income	573	785
Exchange gain and loss	(2)	—
Add: Commissions and other expenses	18	37
Total	(493)	(658)

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

19. Gain on investment

Item	For the six months ended 30 June	
	2025	2024 (Restated)
Share of profit of associates	—	(1,377)
Investment income received from the disposal of financial assets at fair value through profit or loss	(131)	12,441
Investment income received from holding investments in other equity instruments	8,842	39
Other investment income	278	—
Total	8,989	11,103

20. Gain on the changes in fair value

Item	For the six months ended 30 June	
	2025	2024 (Restated)
Changes in fair value of transactional financial assets	2,320	(5,563)
Total	2,320	(5,563)

21. Impairment loss of credit

Item	For the six months ended 30 June	
	2025	2024 (Restated)
Loss from bad debts	(1,783)	2,893
Total	(1,783)	2,893

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For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

22. Non-operating income

For the six months ended 30 June		
Item	2025	2024 (Restated)
Gain on disposal of fixed assets	—	5
Others	380	8
Total	380	13

23. Non-operating expenses

For the six months ended 30 June		
Item	2025	2024 (Restated)
Others	4	38
Total	4	38

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

24. Income tax expenses

(1) Income tax expenses

For the six months ended 30 June		
Item	2025	2024 (Restated)
Current income tax expenses	(85)	15
Total	(85)	15

(2) Current income tax expenses

For the six months ended 30 June		
Item	2025	2024 (Restated)
Current income tax — PRC	—	15
Under-provision in prior years— PRC	(85)	—
Total	(85)	15

No provision is required to be made for Hong Kong profits tax of the Group during the period, as there was no profit generated from Hong Kong.

25. Dividends

The Board does not recommend the payment of an interim dividend for the six months ended 30 June 2025 (2024: nil).

(Amounts expressed in thousands of RMB unless otherwise stated
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For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

VIII. EXPLANATORY NOTES TO MAJOR ITEMS IN THE FINANCIAL STATEMENTS

(Continued)

26. Cash and cash equivalents

Item	As at 30 June 2025	As at 31 December 2024
Bank deposits and cash	41,463	81,523
Less: Restricted bank deposits	7,758	1,728
Balance of cash and cash equivalents at the end of the period	33,705	79,795

IX. CHANGES IN CONSOLIDATED SCOPE

1. Business combination

As the Group completed the consolidation of Jingjian Media, an entity under common control in December 2024, the Group has restated the comparative financial information for the prior corresponding period (1 January 2024 to the six months ended 30 June 2024) under relevant regulations. All prior-period comparative data cited in this report have been restated accordingly.

2. Disposal of subsidiaries

The Group had no changes in consolidated scope as a result of disposal of subsidiaries.

3. Changes in consolidated scope for other reasons

On 10 January 2025, the Beijing First Intermediate People’s Court accepted the case for compulsory liquidation of Beijing Long Teng Investment Management (Beijing) Co., Limited (“Beiqing Long Teng”) upon the application of the Group. The Beijing High People’s Court subsequently randomly designated Beijing Tiantai Law Firm as the liquidation committee. From that date onward, Beiqing Long Teng has ceased to be included in the Group’s consolidated financial statements.

X. INTERESTS IN OTHER ENTITIES**1. Interests in subsidiaries***(1) Constitutions for enterprise group*

Name of subsidiaries	Principal place of business	Place of registration	Business nature	Registered capital	Shareholding percentage (%)		Acquisition method
					Direct	Indirect	
BYD Logistics Company Limited	Beijing	Beijing	Logistics and warehousing	30,000	92.84	—	Establishment
Beijing Beijing Outdoor Advertisement Co., Ltd.	Beijing	Beijing	Advertising services	10,000	100.00	—	Business combination involving entities under common control
Beijing Network Culture Communication Co., Ltd.	Beijing	Beijing	Advertising services	15,000	100.00	—	Establishment
Chongqing Youth Media Company Limited	Chongqing	Chongqing	Newspaper distribution, advertising services	30,000	60.00	—	Establishment
Beijing Community Media Technology (Beijing) Co., Ltd.	Beijing	Beijing	Advertising services	23,477	74.12	1.70	Establishment
CHONG QING YOUTH (AMERICA) LLC	Florida	Florida	Travel rental	1,544	—	60.00	Establishment
Beijing Beijing Innovation Cultural Industry Development Co., Ltd.	Beijing	Beijing	Cultural communication	15,000	100.00	—	Establishment
Jingjian (Beijing) Culture Media Co., Ltd.	Beijing	Beijing	Advertising services	10,000	100.00	—	Business combination involving entities under common control

(Amounts expressed in thousands of RMB unless otherwise stated
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For the six months ended 30 June 2025

X. INTERESTS IN OTHER ENTITIES (Continued)

1. Interests in subsidiaries (Continued)

(2) Significant non-wholly-owned subsidiaries

Name of subsidiaries	Shareholding percentage of non-controlling shareholders (%)	Gain or loss for the period attributable to non-controlling shareholders	Other comprehensive income attributable to non-controlling shareholders for the period	Balance of non-controlling shareholders as at 30 June 2025
BYD Logistics Company Limited	7.16	(227)	—	(899)
Beiqing Community Media Technology (Beijing) Co., Ltd.	24.18	(854)	—	6,611

(3) Major financial information of significant non-wholly-owned subsidiaries

Name of subsidiaries	As at 30 June 2025						As at 31 December 2024					
	Current assets	Non-current assets	Total assets	Current liabilities	Non-current liabilities	Total liabilities	Current assets	Non-current assets	Total assets	Current liabilities	Non-current liabilities	Total liabilities
BYD Logistics Company Limited	15,947	8	15,955	28,521	—	28,521	21,679	9	21,688	31,083	—	31,083
Beiqing Community Media Technology (Beijing) Co., Ltd	33,727	401	34,128	8,591	—	8,591	42,513	242	42,755	7,432	—	7,432

Name of subsidiaries	For the six months ended 30 June 2025					For the six months ended 30 June 2024				
	Operating income	Net profit	Operating comprehensive income	Net cash flows from operating activities		Operating income	Net profit	Operating comprehensive income	Net cash flows from operating activities	
BYD Logistics Company Limited	11,248	(3,171)	(3,171)	(3,887)		34,040	560	560	(4,680)	
Beiqing Community Media Technology (Beijing) Co., Ltd	12,278	(2,757)	(2,757)	(3,041)		19,278	(833)	(833)	(1,265)	

None of the subsidiaries had issued any debt securities at the end of the reporting period.

X. INTERESTS IN OTHER ENTITIES *(Continued)***2. Interests in associates****(1) Constitutions for associates**

Name of associates	Place of registration	Principal place of business	Business nature	Shareholding percentage (%)		Voting percentage (%)	Business structure
				Direct	Indirect		
Beijing Leisure Trend Advertising Company Limited	Beijing	Beijing	Design, production, agency advertising	49.04	—	49.04	Limited liability company
Beijing Shengyi Automobile Technology Co., Ltd.	Beijing	Beijing	Provision of car decoration services, market research, marketing planning	20.00	—	20.00	Limited liability company
Beijing Beisheng United Insurance Agency Co., Limited	Beijing	Beijing	Provision of car insurance agency services	20.00	—	20.00	Limited liability company
BY Times Consulting Co., Ltd.	Beijing	Beijing	Economic information consulting, organizing cultural activities	30.00	—	30.00	Limited liability company
Beijing Beiqing Top Advertising Limited	Beijing	Beijing	Design, production, agency advertising	41.60	—	41.60	Limited liability company
Beijing Shangyou Network Technology Co., Ltd.	Beijing	Beijing	Network E-Commerce	—	30.00	30.00	Limited liability company

Note: The accounting method for the investment in associates adopted by the Group is equity method.

Beijing Shangyou Network Technology Co., Ltd. is a 30% owned associate of Beijing Community Media Technology (Beijing) Co., Ltd., a subsidiary of Beijing Media.

(Amounts expressed in thousands of RMB unless otherwise stated
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For the six months ended 30 June 2025

X. INTERESTS IN OTHER ENTITIES (Continued)

2. Interests in associates (Continued)

(2) Major financial information for associates

Item	As at 30 June 2025/ For the six months ended 30 June 2025	As at 30 June 2024/ For the six months ended 30 June 2024
Associates:		
Total carrying value in investment	—	1,664
Aggregated amounts per shareholding percentage for the followings		
— net profit	—	(1,423)
— other comprehensive income	—	—
— total comprehensive income	—	(1,423)

(3) Excess losses from associates

Excess losses from associates	Accumulated unrecognised losses in the previous years on 31 December 2024	(Unrecognised loss for this period)/net profits shared in this period	Accumulated unrecognised loss as at 30 June 2025
Beijing Leisure Trend Advertising Company Limited	(5,988)	—	(5,988)
Beijing Beisheng United Insurance Agency Co., Limited	(728)	—	(728)
Beijing Shengyi Automobile Technology Co., Ltd.	(1,333)	—	(1,333)
BY Times Consulting Co., Ltd.	(187)	(6)	(193)
Beijing Beijing Top Advertising Limited	(12,619)	—	(12,619)
Beijing Shangyou Network Technology Co., Ltd.	(20)	—	(20)

Note: As of the date of this report, Beijing Leisure Trend Advertising Company Limited, Beijing Shengyi Automobile Technology Co., Ltd., Beijing Beijing Top Advertising Limited, Beijing Shangyou Network Technology Co., Ltd. and Beijing Beisheng United Insurance Agency Co., Limited have not yet provided their respective financial statements for January to June 2025 to the Company.

X. INTERESTS IN OTHER ENTITIES (Continued)**2. Interests in associates (Continued)****(4) Unrecognised commitments relating to investments in associates**

None.

(5) Contingent liabilities relating to investments in associates

None.

3. Equity in investment in other equity instruments**(1) Basic information of relevant investee companies in relation to investment in other equity instruments:**

Company name	Place of registration	Principal place of business	Business nature	Shareholding percentage (%)	Fair value as at 30 June 2025	Proportion of total assets (%)
Beiyang Publishing and Media Co., Ltd.	Shijiazhuang	Shijiazhuang	Production, printing, publishing and distribution of books, newspapers and magazines	2.43	264,379	36.64
Beijing Keyin Media and Culture Co., Ltd.	Beijing	Beijing	Organizing exchange activities on culture and art, and design, production and provision of agency service of advertisements	16.00	36,444	5.05
Beijing Youth Daily New Media Co., Ltd. (北京青年報新媒體有限公司)	Beijing	Beijing	Internet Information Service	5.00	3,577	0.50
Beijing International Advertising & Communication Group Co., Ltd.	Beijing	Beijing	Design, production and provision of agency service of advertisements	11.44	36,853	5.11

X. INTERESTS IN OTHER ENTITIES *(Continued)*

3. Equity in investment in other equity instruments *(Continued)*

(2) The investment strategies of major investments in respect of investment in other equity instruments:

Beiyang Publishing and Media Co., Ltd. (hereinafter referred to as “Beiyang Media”) is mainly engaged in the production, printing, publishing and distribution of books, newspapers and magazines. It is the main platform for Hebei Publishing & Media Group Co., Ltd. to perform transformation into corporate and capitalized operations. Currently, the Company holds 43,706,423 shares of Beiyang Media, representing 2.43% of the aggregate share capital of Beiyang Media. The Company’s investment in Beiyang Media in 2011 is mainly based on: 1) Beiyang Media’s good operating condition; and 2) its capital operation plan, such as its share reform and listing, in order to obtain a better investment return. Upon the Company’s investment, Beiyang Media has been operating well in recent years and has been profitable, and has achieved steady growth in assets and revenue.

Beijing Keyin Media and Culture Co., Ltd. (hereinafter referred to as “Keyin Media”) is mainly engaged in organizing exchange activities on culture and art, and design, production and provision of agency service of advertisements, etc. Currently, the Company holds 4,000,000 shares of Keyin Media, representing 16% of the aggregate share capital of Keyin Media. The Company’s investment in Keyin Media in 2012 is mainly based on its good operating conditions and listing plans. Upon the Company’s investment, Keyin Media has been operating well in recent years and has been profitable.

Beijing International Advertising & Communication Group Co., Ltd. (hereinafter referred to as “BIAC”) is mainly engaged in design, production and provision of agency service of advertisements, etc. Currently, the Company holds 20,000,000 shares of BIAC, representing 11.44% of the aggregate share capital of BIAC. The Company invests in BIAC to obtain investment returns in 2016; Based on the Company’s business transformation strategy and the recent business situation of BIAC after investment, the Company may consider gradually advancing our exit plan.

X. INTERESTS IN OTHER ENTITIES *(Continued)***4. Equity in financial assets held for trading***(1) Basic information of financial assets held for trading*

Name of counterparty	Types of products	Investment cost as at 30 June 2025	Unrealised gains and losses for the six months ended 30 June 2025	Changes in fair value for the six months ended 30 June 2025	Fair value as at 30 June 2025	Proportion to total assets (%)
Capital Securities	Fixed-income wealth management products	118,390	2,739	2,739	127,388	17.65

(2) Investment strategies for financial assets held for trading

The Company has achieved good returns through a single asset management contract, and the Company has established a good cooperative relationship with Capital Securities in this process, and the Company will continue to entrust Capital Securities to manage the Company's idle funds for the Company without affecting the daily operating liquidity and under authorization of the shareholders' meeting.

(Amounts expressed in thousands of RMB unless otherwise stated
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BEIJING MEDIA CORPORATION LIMITED

XI. DISCLOSURE OF FAIR VALUES

Value of assets and liabilities measured at fair value at the end of period and
fair value measurement level

Item	Fair value as at 30 June 2025			Total
	Level 1 Fair value measurement	Level 2 Fair value measurement	Level 3 Fair value measurement	
I. Fair value measurement on recurred basis				
(I) Financial assets held for trading	—	127,388	—	127,388
(II) Other non-current financial assets	—	—	—	—
1. Financial assets designated at fair value through profit or loss	—	—	—	—
(III) Investment in other equity instruments	—	—	341,253	341,253
(IV) Investment properties	—	95,743	—	95,743
1. Leased building	—	60,886	—	60,886
Total assets measured at fair value on recurring basis	—	223,131	341,253	564,384

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS**1. Relationships with related parties**

Related parties with the Group are as follows:

Relationship	Names of related parties
Parent company	BYDA
Subsidiary of BYDA	Beijing Youth Journal Agency
Subsidiary of BYDA	Beijing Beiqing Education and Media Co., Ltd.
Subsidiary of BYDA	Beijing Beiqing Culture and Arts Company
Subsidiary of BYDA	Beijing Evening Education Consultancy Co., Ltd.
Subsidiary of BYDA	Beijing Youth Daily New Media Co., Ltd. (北京青年報新媒體有限公司)
Subsidiary of BYDA	Beijing Youth Travel Service Co., Ltd.
Subsidiary of BYDA	Beijing China Open Promotion Co., Ltd.
Subsidiary of BYDA	Interactive New Energy (Beijing) Electric Technology Development Co., Ltd. (互動新能量(北京)電動科技發展有限公司)
Subsidiary of BYDA	Beijing M-Media (Beijing) Culture Media Co., Ltd. (北青融媒(北京)文化傳媒有限公司)
Subsidiary of BYDA	Beijing United Communication Media Technology (Beijing) Co., Ltd.
Subsidiary of BYDA	Legal Evening Agency
Subsidiary of BYDA	Beijing Youth Camp Education Technology Co., Ltd. (北京青年營教育科技有限公司)
Beijing Capital Group Company Limited	Beijing Capital Group Company Limited
Subsidiary of Beijing Capital Group Company Limited	Beijing Chuangyue Xinke Real Estate Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Tianjin Capital Tianye Real Estate Development Co., Ltd. (天津首創天業房地產開發有限公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing East Ring Xinrong Investment Management Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Beijing Hengsheng Huaxing Investment Management Co., Ltd. (北京恒盛華星投資管理有限公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing MTR Corporation Limited (北京京港地鐵有限公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing Jinggang Line 17 Metro Co., Ltd. (北京京港十七號線地鐵有限公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing Municipal Economic Development and Investment Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Beijing Kangyuan Real Estate Management Co., Ltd.

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)*

1. Relationships with related parties *(Continued)*

Relationship	Names of related parties
Subsidiary of Beijing Capital Group Company Limited	Beijing Lanhai Chuangying Township Construction and Development Co. (北京藍海創盈城鎮建設開發有限責任公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing Rural Area Equity Exchange Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Beijing Agriculture Guaranty Co., Ltd. (北京市農業融資擔保有限公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing Agricultural Investment Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Beijing Zhicheng Xinda Property Management Limited (北京致誠鑫達物業管理有限公司)
Subsidiary of Beijing Capital Group Company Limited	Capital Securities Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Tianjin Ruitai Property Co., Ltd. (天津瑞泰置業有限公司)
Subsidiary of Beijing Capital Group Company Limited	Capital Jingzhong (Tianjin) Investment Co., Ltd. Infrastructure Investment Branch (首創經中(天津)投資有限公司基礎設施投資分公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing Capital Eco-Environment Protection Group Co., Ltd.
Subsidiary of Beijing Capital Group Company Limited	Beijing Capital Huaye Real Estate Development Co., Ltd. (北京首創華業房地產開發有限公司)
Subsidiary of Beijing Capital Group Company Limited	Beijing Capital City Development Group Co., Ltd. (北京首創城市發展集團有限公司)
Associate of the Company	Beijing Beiqing Top Advertising Limited
Associate of the Company	BY Time Consulting Co., Ltd.
Associate of the Company	Beijing Beisheng United Insurance Agency Co., Limited
Associate of the Company	Beijing Shangyou Network Technology Co., Ltd.
Associate of the Company	Beijing Shengyi Automobile Technology Co., Ltd.
Associate of the Company	Beijing Leisure Trend Advertising Company Limited
Other related party	Beijing Science and Technology News Agency
Other related party	Chongqing Youth Daily
Other related parties	Directors, supervisors and senior management personnel including Sun Baojie

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)***2. Parent company and ultimate controlling company***(1) Parent company and ultimate controlling company*

Name of parent company	Type of enterprise	Registration place	Business nature	Legal representative	Unified social credit code
BYDA	State-owned Enterprise	Beijing	Media and publishing	Tian Kewu	91110105MA008QJ53Y

Name of ultimate controlling company	Type of enterprise	Registration place	Business nature	Legal representative	Unified social credit code
Beijing Capital Group Co., Ltd.	State-owned Enterprise	Beijing	Business services	He Jiangchuan	91110000101138949N

(2) Parent company's registered capital and its changes

Parent company	As at 1 January 2025	Increase in this period	Decrease in this period	As at 30 June 2025
BYDA	22,439	—	—	22,439

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)*

2. Parent company and ultimate controlling company *(Continued)*

(3) Shares or equity held by parent company and its changes

	Shareholding amount		Shareholding percentage (%)	
	As at 30 June 2025	As at 1 January 2025	As at 30 June 2025	As at 1 January 2025
Parent company				
BYDA	124,840	124,840	63.27	63.27

3. Related party transactions

(1) Purchase of goods/receipt of services

For the six months ended 30 June			
Related parties	Pricing principle for related party transactions	2025	2024 (Restated)
BYDA <i>(Note)</i>	Contracted price	2,685	5,289
Subsidiary of Beijing Capital Group Co., Ltd.	Contracted price	12,955	13,130
Subsidiaries of BYDA	Contracted price	2,061	764
Total		17,701	19,183

Note: Pursuant to the advertising space operating rights and options subscription agreement entered into between the Company and BYDA on 7 December 2004, the Company agreed to pay 16.50% of the advertising revenue to BYDA for the period from 1 October 2004 to 30 September 2033.

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)***3. Related party transactions** *(Continued)***(2) Sale of goods/rendering services**

		For the six months ended 30 June	
Related parties	Pricing principle for related party transactions	2025	2024 (Restated)
Subsidiaries of BYDA	Contracted price	7,835	7,966
BYDA	Contracted price	1,282	2,120
Beijing Capital Group Co., Ltd.	Contracted price	215	—
Subsidiary of Beijing Capital Group Co., Ltd.	Contracted price	1,438	1,770
Other related parties	Contracted price	408	319
Total		11,178	12,175

(3) Asset Management

To increase the cash revenue of the Group, the Company entered into the single asset management contract with Capital Securities and the Custodian Bank on 19 April 2022 to effectively manage existing idle funds through low-risk investment activities without affecting the ordinary operating liquidity of the Group. Pursuant to the single asset management contract, the Company will entrust Capital Securities to provide asset management and investment services for the entrusted assets, effective from the date of approval by the Independent Shareholders at the AGM with an original investment cost of RMB160,000 thousand and as at 30 June 2025, the portion of the asset management product was 118,390 thousand with a fair value of RMB127,388 thousand.

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS (Continued)

3. Related party transactions (Continued)

(4) Leasing (The Group as lessor)

Lessee	Type of assets leased	Date of commencement	Date of termination	Basis for rental income	Rental income recognised for this period
Beijing Youth Daily New Media Co., Ltd. (北京青年報新媒體有限公司)	Building	2023-1-1	2024-12-31	Contracted price	769
Beijing Rural Area Equity Exchange Co., Ltd.	Building	2022-4-1	2028-3-31	Contracted price	735
Beijing Agricultural Investment Co., Ltd.	Building	2022-4-1	2028-3-31	Contracted price	603

(5) Leasing (The Group as lessee)

Lessor	Type of assets leased	Date of commencement	Date of termination	Basis for rental fees	Rental expenses recognised for this period
Beijing Municipal Economic Development and Investment Co., Ltd.	Building	2023-1-1	2025-12-31	Contracted price	695
Beijing Municipal Economic Development and Investment Co., Ltd.	Building	2024-5-6	2027-5-5	Contracted price	257

(6) Remuneration for key management personnel

For the six months ended 30 June		
Item	2025	2024 (Restated)
Remuneration for key management personnel	521	662

(7) Guarantee from related parties

None.

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)***4. Balances with related parties***(1) Receivables*

Related parties	As at 30 June 2025		As at 31 December 2024	
	Carrying amount	Provision for bad debts	Carrying amount	Provision for bad debts
BYDA	8,253	6,995	8,095	6,044
Associate of the Company	46,253	46,253	46,253	46,253
Subsidiaries of BYDA	123,021	115,062	119,056	114,526
Subsidiary of Beijing Capital Group Co., Ltd.	2,458	445	1,885	899
Other related parties	432	—	—	—
Total	180,417	168,755	175,289	167,722

(2) Other receivables due from related parties

Related parties	As at 30 June 2025		As at 31 December 2024	
	Carrying amount	Provision for bad debts	Carrying amount	Provision for bad debts
BYDA	2,000	—	2,000	—
Associate of the Company	42	39	69	39
Subsidiaries of BYDA	2,992	1,005	2,062	1,014
Subsidiary of Beijing Capital Group Co., Ltd.	7,733	—	6,672	—
Total	12,767	1,044	10,803	1,053

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

BEIJING MEDIA CORPORATION LIMITED

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)*

4. Balances with related parties *(Continued)*

(3) Accounts payable by related parties

	As at 30 June 2025	As at 31 December 2024
Related parties		
BYDA	2,589	630
Subsidiaries of BYDA	3,696	2,063
Subsidiary of Beijing Capital Group Co., Ltd.	569	1,509
Total	6,854	4,202

(4) Other payables by related parties

	As at 30 June 2025	As at 31 December 2024
Related parties		
BYDA	2,384	2,341
Subsidiaries of BYDA	1,638	1,688
Subsidiary of Beijing Capital Group Co., Ltd.	195	315
Total	4,217	4,344

XII. RELATED PARTIES AND RELATED PARTY TRANSACTIONS *(Continued)***4. Balances with related parties** *(Continued)***(5) Contract liabilities to related parties**

	As at 30 June 2025	As at 31 December 2024
Related parties		
Subsidiary of Beijing Capital Group Co., Ltd.	250	18
Subsidiaries of BYDA	—	111
Total	250	129

(6) Prepayments from related parties

	As at 30 June 2025	As at 31 December 2024
Related parties		
Subsidiaries of BYDA	2,650	2,650
Subsidiary of Beijing Capital Group Co., Ltd.	415	—
Total	3,065	2,650

XIII. COMMITMENTS AND CONTINGENCIES

In addition to the commitments disclosed in the other notes to the financial statements, the Group has the following commitments:

(1) The Group as lessee

As at 30 June 2025, the Group had contracted for the minimum lease payments under non-cancelable leases during following periods:

Period	As at 30 June 2025	As at 31 December 2024
Within 1 year	1,720	1,132
1-2 years	871	—
2-3 years	—	—
Total	2,591	1,132

(2) The Group as lessor

As at 30 June 2025, the Group had contracted with tenants for the following future minimum lease payments:

Period	As at 30 June 2025	As at 31 December 2024
Within 1 year	3,230	502
1-2 years	3,022	286
2-3 years	1,439	—
Total	7,691	788

XIV. POST-BALANCE SHEET EVENTS

The Group had no other material balance sheet events required to be disclosed.

XV. SEGMENT INFORMATION

The price of intra-segment transactions is determined with reference to market rates. The segments are:

Business segments	Principal activities
Advertising:	Sales of convergence media advertising, event planning, and provision of comprehensive services
Printing:	Provision of printing services
Trading of printing-related materials:	Supply and trading of, among other things, newsprint, ink, lubricants, films, photo sensitive fluids and rubber sheets

For the six months ended 30 June 2025

Item	Advertising	Printing	Trading of printing- related materials	Unallocated amount and others	Elimination	Total
Revenue from external transactions	46,038	—	8,654	11,293	—	65,985
Revenue from intra-segment transactions	102	2,135	459	2,374	(5,070)	—
Operating revenue	46,140	2,135	9,113	13,667	(5,070)	65,985
Operating profit (loss)	(42,375)	2,135	(5,329)	3,485	21,348	(20,736)

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

XV. SEGMENT INFORMATION *(Continued)* For the six months ended 30 June 2024 (Restated)

Item	Advertising	Printing	Trading of printing- related materials	Unallocated amount and others	Elimination	Total
Revenue from external transactions	51,808	2	29,905	16,222	—	97,937
Revenue from intra-segment transactions	120	1,455	2,679	3,222	(7,476)	—
Operating revenue	51,928	1,457	32,584	19,444	(7,476)	97,937
Operating profit (loss)	(19,108)	225	348	3,046	4,229	(11,260)

XVI. OTHER SIGNIFICANT EVENTS Carrying amount of assets leased out under operating leases

Category of assets leased out under operating leases	As at 30 June 2025	As at 31 December 2024
Investment properties and fixed assets	60,886	53,633
Total	60,886	53,633

XVII. SUPPLEMENTARY INFORMATION

1. Earnings per share

For the six months ended 30 June		
Item	2025	2024 (Restated)
Net profit for the half-year attributable to shareholders of the Company	(19,047)	(9,420)
Weighted average number of issued ordinary shares (thousand shares)	197,310	197,310
Basic earnings per share (RMB)	(0.10)	(0.05)

The basic earnings and diluted earnings per share for the six months ended 30 June 2024 and 2025 are the same as there was no dilution incurred during the periods.

XVII. SUPPLEMENTARY INFORMATION (Continued)**2. Balance sheet of the Company (unaudited)**

Item	Unit: RMB'000	
	As at 30 June 2025	As at 31 December 2024
Current assets:		
Bank balances and cash	5,760	16,595
Trading financial assets	127,388	114,270
Notes receivable	—	172
Accounts receivable	24,711	22,215
Prepayments	25,826	27,122
Other receivables	25,100	26,874
Inventories	48	48
Other current assets	25,650	26,564
Total current assets	234,483	233,860
Non-current assets:		
Long-term equity investment	167,970	184,085
Investment in other equity instruments	337,676	337,676
Investment properties	95,743	53,633
Fixed assets	979	1,065
Right-of-use assets	695	1,390
Intangible assets	8,209	16,356
Long-term deferred expenses	3,509	2,337
Total non-current assets	614,781	596,542
Total assets	849,264	830,402

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

XVII. SUPPLEMENTARY INFORMATION (Continued)

2. Balance sheet of the Company (unaudited) (Continued)

Unit: RMB'000

Item	As at 30 June 2025	As at 31 December 2024
Current liabilities:		
Accounts payable	3,603	3,514
Contract liabilities	10,404	5,483
Employee benefit payables	4,001	4,836
Tax payables	198	149
Other payables	44,502	32,840
Non-current liabilities within one year	750	1,106
Other current liabilities	628	695
Total current liabilities	64,086	48,623
Non-current liabilities:	—	—
Deferred income tax liabilities	—	—
Total non-current liabilities	—	—
Total liabilities	64,086	48,623
Shareholders' equity:		
Share capital	197,310	197,310
Capital reserves	902,365	902,365
Other comprehensive income	262,848	228,665
Surplus reserves	130,931	130,931
Undistributed profits	(708,276)	(677,492)
Total shareholders' equity	785,178	781,779
Total liabilities and shareholders' equity	849,264	830,402

XVII. SUPPLEMENTARY INFORMATION (Continued)**3. Income statement of the Company (unaudited)***Unit: RMB'000***For the six months ended
30 June**

Item	2025	2024
Total operating income	30,263	31,776
Less: Operating costs	35,839	34,717
Tax and surcharges	614	677
Selling expenses	—	130
Administrative expenses	12,364	9,858
Financial expenses	21	18
Including: Interest expenses	22	—
Interest income	6	(25)
Add: Other income	14	10
Investment income	8,711	11,285
Including: Gain from investments in associates	—	(99)
Gain on the changes in fair value	2,320	(5,563)
Impairment loss of credit	(2,154)	1,790
Impairment loss of asset	(21,100)	—
Gain on disposal of asset	—	—
Operating profit	(30,784)	(6,102)
Add: Non-operating income	—	1
Less: Non-operating expenses	—	—
Total profit	(30,784)	(6,101)
Less: Income tax expenses	—	—
Net profit	(30,784)	(6,101)
Other comprehensive income	34,183	—
Total comprehensive income	3,399	(6,101)

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

XVII. SUPPLEMENTARY INFORMATION (Continued)

4. Cash flow statement of the Company (unaudited)

Unit: RMB'000
For the six months ended
30 June

Item	2025	2024
I. Cash flows from operating activities:		
Cash received from the sales of goods and the rendering of services	32,336	18,209
Taxes refund received	614	583
Other cash receipts relating to operating activities	11,463	4,614
Sub-total of cash inflows from operating activities	44,413	23,406
Cash paid for goods purchased and services received	30,520	32,701
Cash paid to and on behalf of employees	18,752	15,335
Payments of taxes and surcharges	716	482
Other cash payments relating to operating activities	4,581	15,952
Sub-total of cash outflows from operating activities	54,569	64,470
Net cash flows from operating activities	(10,156)	(41,064)
II. Cash flows from investing activities:		
Cash received from sales of investments	16,263	27,347
Cash received from returns on investment	8,202	10,518
Net cash received from disposal of fixed assets, intangible asset and other long-term assets	—	1
Other cash receipts relating to investing activities	—	—
Sub-total of cash inflows from investing activities	24,465	37,866

XVII. SUPPLEMENTARY INFORMATION *(Continued)***4. Cash flow statement of the Company (unaudited)** *(Continued)**Unit: RMB'000***For the six months ended
30 June**

Item	2025	2024
Cash paid to acquire fixed assets, intangible assets and other long- term assets	2,003	51
Cash paid on investment	31,330	610
Other cash payments relating to investing activities	—	—
Sub-total of cash outflows from investing activities	33,333	661
Net cash flows from investing activities	(8,868)	37,205
III. Cash flows from financing activities:		
Cash received from investments	—	—
Including: cash investments from non-controlling shareholders of subsidiaries	—	—
Cash received from borrowings obtained	9,000	—
Other cash receipts relating to financing activities	—	—
Sub-total of cash inflows from financing activities	9,000	—

(Amounts expressed in thousands of RMB unless otherwise stated
in the notes to the financial statements)

For the six months ended 30 June 2025

XVII. SUPPLEMENTARY INFORMATION (Continued)

4. Cash flow statement of the Company (unaudited) (Continued)

Unit: RMB'000

For the six months ended
30 June

Item	2025	2024
Cash payments for borrowings repayment	400	—
Cash payments for distribution of dividends or profits or interest expense	—	—
Including: dividends or profits paid to non-controlling shareholders of subsidiaries	—	—
Other cash payments relating to financing activities	411	404
Sub-total of cash outflows from financing activities	811	404
Net cash flows from financing activities	8,189	(404)
IV. Effect of exchange rate changes on cash and cash equivalents	—	—
V. Net increase in cash and cash equivalents	(10,835)	(4,263)
Add: Balance of cash and cash equivalents at the beginning of the period	16,595	8,746
VI. Balance of cash and cash equivalents at the end of the period	5,760	4,483

XVII. SUPPLEMENTARY INFORMATION (Continued)**5. Statement of changes in shareholders' equity of the Company***Unit: RMB'000*

Item	For the six months ended 30 June 2025					Total shareholders' equity
	Share capital	Capital reserve	Other comprehensive income	Surplus reserve	Undistributed profits	
Balance as at 1 January 2025	197,310	902,365	228,665	130,931	(677,492)	781,779
Net profits	—	—	—	—	(30,784)	(30,784)
Other comprehensive income	—	—	34,183	—	—	34,183
Others	—	—	—	—	—	—
Sub-total of the changes for the period	—	—	34,183	—	(30,784)	3,399
Balance as at 30 June 2025	197,310	902,365	262,848	130,931	(708,276)	785,178

Unit: RMB'000

Item	For the six months ended 30 June 2024					Total shareholders' equity
	Share capital	Capital reserve	Other comprehensive income	Surplus reserve	Undistributed profits	
Balance as at 1 January 2024	197,310	904,453	191,081	130,931	(669,574)	754,201
Net profits	—	—	—	—	(6,101)	(6,101)
Other comprehensive income	—	—	—	—	—	—
Others	—	—	—	—	—	—
Sub-total of the changes for the period	—	—	—	—	(6,101)	(6,101)
Balance as at 30 June 2024	197,310	904,453	191,081	130,931	(675,675)	748,100

XVII. SUPPLEMENTARY INFORMATION *(Continued)*

5. Statement of changes in shareholders' equity of the Company *(Continued)*

Note: In accordance with the PRC regulations and the articles of association of the Company, the respective subsidiaries of the Group are required to transfer 10% of the profit after tax, determined in accordance with the PRC Accounting Standards, every year to statutory surplus reserves until the balance reaches 50% of the registered share capital. Such reserves can be used to offset any losses to be incurred and to increase share capital. Except for the reduction of losses, any other usage should not result in the balance of surplus reserve falling below 25% of the registered share capital.

6. Distributable reserve

As of 30 June 2025, the Company's undistributed profits amounted to RMB-708,276 thousand (31 December 2024: RMB-677,492 thousand). Surplus reserve for the Company was RMB130,931 thousand (31 December 2024: RMB130,931 thousand). According to the articles of association of the Company, the surplus reserve can be used to offset the accumulated losses through approval from the general meeting.

XVIII. APPROVAL OF FINANCIAL REPORT

This financial report was approved by the Board of the Company on 22 August 2025.

Beijing Media Corporation Limited

22 August 2025