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鳳凰衛視  
**PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED**  
**鳳凰衛視控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 02008)**

**APPOINTMENT AND RESIGNATION OF NON-EXECUTIVE  
DIRECTORS AND ALTERNATE DIRECTORS**

The Board wishes to announce the appointment of Mr. SUN, Yanjun as a non-executive director and Mr. LAU Wai Kei, Ricky as an alternate director to Mr. SUN, the resignation of Mr. Jan KOEPPEN as a non-executive director and the cessation of office of Ms. Ella Betsy WONG as Mr. KOEPPEN's alternate director with effect from 5 November 2013.

**APPOINTMENT OF NON-EXECUTIVE DIRECTOR AND ALTERNATE DIRECTOR**

The board of directors (the “**Board**”) of Phoenix Satellite Television Holdings Limited (the “**Company**”) is pleased to announce that Mr. SUN, Yanjun as a non-executive director of the Company and Mr. LAU Wai Kei, Ricky as his alternate with effect from 5 November 2013.

**Mr. SUN, Yanjun**

Mr. SUN, Yanjun, (“**Mr. SUN**”), aged 43, is a partner and managing director at TPG (“**TPG**”). Prior to joining TPG, Mr. SUN was a managing director in the Principal Investment Area (PIA) of Goldman Sachs Group, Inc. (“**Goldman Sachs**”) and focused on private equity investment in the Greater China region from 2006 to early 2011. Before joining Goldman Sachs, Mr. SUN was a vice president at Morgan Stanley in Hong Kong from 2004 to 2006. Prior to that, he worked for General Electric and Citigroup Inc. in the United States. Mr. Sun currently serves as a non-executive director on the board of Xinyuan Real Estate Co., Ltd., a company listed on the New York Stock Exchange.

Mr. SUN obtained a Bachelor of Economics degree from Renmin University of China and a Master of Business Administration with high distinction from the University of Michigan.

**Mr. LAU Wai Kei, Ricky**

Mr. LAU Wai Kei, Ricky (“**Mr. LAU**”), aged 43, is a partner of TPG where he has over 20 years of investment experience. Mr. LAU also serves as a director of China Grand Auto Service Co. Ltd, UT Capital Group Co., Ltd., Ingham Holdings I. Pty Limited and an alternate director of Daphne International Holdings Limited. Before joining TPG, Mr. LAU was responsible for the corporate and project finance division of Hopewell Holdings Limited (“**Hopewell**”), a regional infrastructure project developer. He joined Hopewell in 1993 and

spearheaded the development and financing of several power and transportation projects in China, India and Thailand. Mr. LAU obtained an Executive MBA from Kellogg-HKUST and graduated from the University of British Columbia and he is a CFA charterholder.

Save as disclosed above, both Mr. SUN and Mr. LAU have not previously held and are not holding any other position with the Company and its subsidiaries. Mr. SUN and Mr. LAU do not hold any directorship in other listed companies in Hong Kong in the last three years.

Save as disclosed above, both Mr. SUN and Mr. LAU do not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company.

As at the date of this announcement, both Mr. SUN and Mr. LAU do not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Future Ordinance.

There is no service contract entered into respectively between Mr. SUN and Mr. LAU and the Company. Both Mr. SUN and Mr. LAU are not appointed for a specific term and shall hold office until the conclusion of the first general meeting of the Company after their appointments and shall then be eligible for re-election.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointments of Mr. SUN and Mr. LAU that need to be brought to the attention of the shareholders of the Company, and there is no other information to be disclosed pursuant to the requirements under the Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

## **RESIGNATION OF NON-EXECUTIVE DIRECTOR AND CESSATION OF OFFICE OF ALTERNATE DIRECTOR**

The Board further announces that Mr. Jan KOEPPEN (“**Mr. KOEPPEN**”) has tendered his resignation as a non-executive director and Ms. Ella Betsy WONG (“**Ms. WONG**”) has ceased to be the alternate director of Mr. KOEPPEN with effect from 5 November 2013 due to the reason that Star Entertainment Holdings Limited had ceased to hold any share of the Company.

Both Mr. KOEPPEN and Ms. WONG have confirmed that they have no disagreement with the Board and there is no other matter that needs to be brought to the attention of the shareholders of the Company in relation to the resignation of Mr. KOEPPEN and the cessation of office of Ms. WONG.

The Board would like to express its gratitude to both Mr. KOEPPEN and Ms. WONG for their contributions to the Company during their tenure of services and extend its warmest welcome to Mr. SUN and Mr. LAU for joining the Company.

On behalf of the Board  
**PHOENIX SATELLITE TELEVISION  
HOLDINGS LIMITED**  
**LIU Changle**  
*Chairman*

Hong Kong, 5 November 2013

As at the date of this announcement, the board of directors of the Company comprises:

***Executive Directors***

*Mr. LIU Changle (Chairman) (also an alternate director to Mr. CHUI Keung), Mr. CHUI Keung (also an alternate director to Mr. LIU Changle) and Mr. WANG Ji Yan (also an alternate director to Mr. LIU Changle and Mr. CHUI Keung)*

***Non-executive Directors***

*Mr. SHA Yuejia, Mr. GAO Nianshu, Mr. GONG Jianzhong and Mr. SUN Yanjun*

***Independent Non-executive Directors***

*Dr. LO Ka Shui, Mr. LEUNG Hok Lim, Mr. Thaddeus Thomas BECZAK and Mr. FANG Fenglei*

***Alternate Director***

*Mr. LAU Wai Kei, Ricky (an alternate director to Mr. SUN Yanjun)*