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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)

PROPOSED CHANGE OF COMPANY NAME

The board of directors (the “**Board**”) of Phoenix Satellite Television Holdings Limited (the “**Company**”) proposes to change the English name of the Company from “Phoenix Satellite Television Holdings Limited” to “Phoenix Media Investment (Holdings) Limited” and to change the dual foreign name in Chinese of the Company from “鳳凰衛視控股有限公司” to “鳳凰衛視投資(控股)有限公司” (the “**Proposed Change of Company Name**”).

The Proposed Change of Company Name is subject to: (i) approval by a special resolution of the shareholders of the Company (the “**Shareholders**”) at an extraordinary general meeting to be convened and held (the “**EGM**”) to approve the Proposed Change of Company Name; and (ii) approval by the Registrar of Companies of the Cayman Islands by issuing a certificate of incorporation on change of name.

A circular containing, among other things, information relating to the Proposed Change of Company Name and notice of the EGM will be despatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF COMPANY NAME

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REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

With further expansion of the business scope by the Company and its subsidiaries (the “**Group**”), and the continuous relevant diversification of the industry chain, the Board considers that “Change of Company Name” will better reflect the track record and the future development strategies, tactics and mechanism revolution of the Group. The Board also believes that the new Company name will create a more appropriate corporate image and identity for the Group, which will benefit the Group’s business development and the interests of the Shareholders as a whole in the future.

CONDITIONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name is subject to the following conditions:

- (a) the Shareholders approving the Proposed Change of Company Name by way of a special resolution at the EGM; and
- (b) the Registrar of Companies in the Cayman Islands approving the Proposed Change of Company Name by issuing a certificate of incorporation on change of name.

Subject to the satisfaction of the above conditions, the Proposed Change of Company Name will take effect from the date of issue of the certificate of incorporation on change of name by the Registrar of Companies in the Cayman Islands.

The Company will then carry out the necessary filing procedures with the Companies Registry in Hong Kong.

In addition, subject to the confirmation of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), the stock short name for trading in the shares of the Company (the “**Shares**”) will also be changed after the Proposed Change of Company Name has become effective.

EFFECT OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the Company’s existing name shall, after the Proposed Change of Company Name having become effective, continue to be evidence of the title of the securities of the Company and will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangements for free exchange of existing share certificates for new share certificates bearing the new name of the Company. Share certificates of the Company which are issued after the Proposed Change of Company Name having become effective will be in the new name of the Company.

Further announcement(s) will be made by the Company on the effective date of the Proposed Change of Company Name and the new stock short name of the Company for trading of the Shares on the Stock Exchange.

GENERAL

The EGM will be convened and held for the Shareholders to consider and, if thought fit, approve the Proposed Change of Company Name. A circular containing, among other things, information relating to the Proposed Change of Company Name and notice of the EGM will be despatched to the Shareholders as soon as practicable.

By order of the Board
Phoenix Satellite Television Holdings Limited
LIU Changle
Chairman

Hong Kong, 25 January 2018

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

Non-executive Directors

Mr. SHA Yuejia; Mr. XIA Bing; Mr. GONG Jianzhong and Mr. SUN Yanjun

Independent Non-executive Directors

Mr. LEUNG Hok Lim; Mr. Thaddeus Thomas BECZAK; Mr. FANG Fenglei and Mr. HE Di

Alternate Director

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