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鳳凰衛視

PHOENIX MEDIA INVESTMENT (HOLDINGS) LIMITED

鳳凰衛視投資（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02008)

TRADING HALT

The board of directors of the Phoenix Media Investment (Holdings) Limited (the “**Company**”) announces that trading in shares of the Company on the Stock Exchange of Hong Kong Limited has been halted at the request of the Company with effect from 10:09 a.m. on 25 February 2019 pending the release of an announcement in relation to the proposed disposal of the interest of Phoenix New Media Limited, a non-wholly owned subsidiary of the Company, in Particle Inc., which constitutes a very substantial disposal transaction of the Company (the “**Disposal**”) under Chapter 14 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and inside information of the Company. A binding letter of intent for the Disposal has been signed and made effective as of the date of this announcement.

By Order of the Board

Phoenix Media Investment (Holdings) Limited

LIU Changle

Chairman

Hong Kong, 25 February 2019

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. JIAN Qin, 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)