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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)

Announcement

**Launch of a Television Channel on a Terrestrial
Free-to-Air Television Platform in Hong Kong**

Phoenix Media Investment (Holdings) Limited (the “**Company**”) is pleased to inform that on 15 April 2024 (after trading hours), the Communications Authority of Hong Kong has announced its approval for the launch of *Phoenix Hong Kong Channel* on channel number 85 of Television Broadcasts Limited’s existing terrestrial free-to-air television platform in Hong Kong effective from 22 April 2024.

About Phoenix Hong Kong Channel

Operated by Phoenix Satellite Television Company Limited, an indirect wholly-owned subsidiary of the Company, *Phoenix Hong Kong Channel* is a 24-hour channel primarily focused on news, entertainment, documentaries, and commentary programmes predominately in Putonghua and Cantonese.

By Order of the Board

Phoenix Media Investment (Holdings) Limited

Xu Wei

Chairman and Chief Executive Officer

Hong Kong, 15 April 2024

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. XU Wei (Chairman and Chief Executive Officer) and Mr. SUN Yusheng (Deputy Chief Executive Officer and Editor-in-Chief)

Non-executive Directors

Ms. HO Chiu King, Pansy Catilina (Vice-chairman), Mr. SUN Guangqi and Ms. WANG Haixia

Independent Non-executive Directors

Mr. LEUNG Hok Lim, Mr. Thaddeus Thomas BECZAK, Mr. FANG Fenglei and Mr. ZHOU Longshan