

## The Company

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Phoenix Satellite Television Holdings Limited (the "Company") was listed on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited ("GEM") on 30th June, 2000. (The Company and its subsidiaries are collectively referred to as "Phoenix" or "Phoenix Group").

Phoenix began broadcasting the Phoenix Chinese Channel on 31st March, 1996, with the objective of bringing high-quality Chinese language TV programmes to audiences in Asia Pacific and Europe. From a single channel, Phoenix has successfully grown into a multi-channel platform. Today, Phoenix channels include the existing Phoenix Chinese Channel, Phoenix Movies Channel, Phoenix CNE Channel and the upcoming Phoenix InfoNews Channel and Phoenix America Chinese Channel.

Phoenix programmes are not only popular with the masses, they have a distinctively qualitative edge both in creativity and technology.



