



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)

Form of Proxy for use at the 2019 Second Extraordinary General Meeting to be held on 22 October 2019 (or any adjournment thereof)

I/We (Note 1) \_\_\_\_\_ of \_\_\_\_\_ being the registered holder(s) of (Note 2) \_\_\_\_\_ shares of HK\$0.10 each in the share capital of PHOENIX MEDIA INVESTMENT (HOLDINGS) LIMITED (the "Company") HEREBY APPOINT (Note 3) the Chairman of the meeting or \_\_\_\_\_ of \_\_\_\_\_

as my/our proxy to attend and vote for me/us and on my/our behalf at the said meeting of the Company to be held at No. 2-6 Dai King Street, Tai Po Industrial Estate, Tai Po, New Territories, Hong Kong on Tuesday, 22 October 2019 at 3 p.m. (or at any adjournment thereof) in respect of the resolutions set out in the notice convening the said meeting as hereunder indicated, and if no such indication is given, as my/our proxy thinks fit.

Table with 3 columns: Resolution description, FOR (Note 4), and AGAINST (Note 4). Rows include: 1. To approve, confirm and ratify the entering into of the Supplemental Agreement... 2. To re-elect Mr. ZHANG Dong as non-executive Director... 3. To re-elect Mr. SUN Qiang Chang as non-executive Director...

Signature: \_\_\_\_\_ (Note 6) Date: \_\_\_\_\_ 2019

Notes:

- 1. Please insert full name(s) and address(es) in BLOCK CAPITALS.
2. Please insert the number of shares registered in your name(s).
3. If any proxy other than the Chairman of the meeting is preferred, strike out "the Chairman of the meeting or" here inserted...
4. IMPORTANT: IF YOU WISH TO VOTE FOR OR AGAINST THE RESOLUTIONS, PLEASE PLACE AN "X" IN THE APPROPRIATE BOXES.
5. The description of the resolutions is by way of summary only.
6. This form of proxy must be signed under the hand of the appointor or of his/her attorney...
7. Where there are joint holders of any share, any one of such joint holders may vote...
8. To be valid, this form of proxy, together with the power of attorney (if any) or other authority (if any) under which it is signed...
9. Completion and delivery of the form of proxy will not preclude a member from attending and voting in person at the meeting...

PERSONAL INFORMATION COLLECTION STATEMENT

- (i) "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").
(ii) Your Personal Data is supplied to the Company on a voluntary basis. Failure to provide sufficient information may render the Company not able to process your instructions and/or request as stated in this proxy form.
(iii) Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Branch Share Registrar, and/or other companies or bodies for any of the stated purposes, and retained for such period as may be necessary for verification and record purposes.
(iv) You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing and sent to the Personal Data Privacy Officer of the Branch Share Registrar.