

XINHUA NEWS MEDIA HOLDINGS LIMITED

新华通讯频媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(the “Company”) (Stock Code: 309)

Dividend Policy (the “Policy”)

1. Purpose

1.1 This Policy aims to set out key criteria on payment of dividends of the Company.

2. Policy Statement

2.1 The Company (together with its subsidiaries, the “Group”) considers stable and sustainable returns to the shareholders of the Company to be our goal. According to this Policy, in deciding whether to propose a dividend and in determining the dividend amount, the board of directors of the Company (the "Board") shall take into account, inter alia: -

- a) The financial performance of the Group;
- b) The Group’s actual and future operations and liquidity position;
- c) The Group’s expected working capital requirements, capital expenditure requirements and future expansion plans;
- d) The retained earnings and distributable reserves of the Company and each of the members of the Group;
- e) The general economic conditions, business cycle of the Group’s business and other internal or external factors that may have an impact on the business or financial performance and position of the Company; and
- f) Any other factors that the Board deems appropriate.

2.2 Declaration of dividend by the Company is also subject to any restrictions under the Laws of Cayman Island, the articles of association of the Company and any applicable laws, rules and regulations.

2.3 This Policy shall be reviewed from time to time. There can be no assurance that a dividend will be proposed or declared in any given period.

3. Disclosure of this Policy

3.1 This Policy will be published on the Company's website for public information.

3.2 A summary of this Policy together with the measurable objectives set for implementing this Policy, and the progress made towards achieving those objectives will be disclosed in the annual report.

(The Chinese version of this document is for reference only. In case of discrepancies or inconsistency between the English version and Chinese version, the English version shall prevail.)