

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)

Board Diversity Policy (the “Policy”)

1. Purpose

- 1.1 This Policy aims to set out the approach to achieve diversity on the Company’s board (the “**Board**”) of directors (the “**Directors**”).

2. Vision

- 2.1 The Company recognises and embraces the benefits of having a diverse Board to enhance the quality of its performance.

3. Policy Statement

- 3.1 A truly diverse Board will include and make good use of differences in the skills, regional and industry experience, background, race, gender and other qualities of Directors. These differences will be taken into account in determining the optimum composition of the Board. All Board appointments will be based on merit while taking into account diversity (including gender diversity).

4. Measurable Objectives

- 4.1 The nomination committee of the Board (the “**Nomination Committee**”) will discuss and agree annually measurable objectives for implementing diversity on the Board and recommend them to the Board for adoption.
- 4.2 The Company aims to build and maintain a Board with a diversity of Directors, including but not limited to gender, age, cultural and educational background, or professional experience.

5. Monitoring and Reporting

- 5.1 The Nomination Committee will report annually, in the corporate governance report, on the Board's composition under diversified perspectives, and monitor the implementation of this Policy.

6. Review of this Policy

- 6.1 The Nomination Committee will review this Policy, as appropriate, to ensure the effectiveness of this Policy. The Nomination Committee will discuss any revisions that may be required, and recommend any such revisions to the Board for consideration and approval.

7. Disclosure of this Policy

- 7.1 This Policy will be published on the Company's website for public information.
- 7.2 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 corporate governance 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.)