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*Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the prospectus dated 30 June 2023 (the “**Prospectus**”) of New Media Lab Limited (the “**Company**”).*

*This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any securities of the Company. This announcement is not a prospectus. Potential investors should read the Prospectus for detailed information about the Company and the Share Offer described below before deciding whether or not to invest in the Offer Shares. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.*

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*Prospective investors of the Offer Shares should note that the Overall Coordinators, for themselves and on behalf of the Underwriters, have the right in certain circumstances, in their absolute discretion, to terminate the obligations of the Underwriters pursuant to the Underwriting Agreement at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be Monday, 17 July 2023). Further details of the terms of the termination provisions are set out in the section headed “Underwriting – Underwriting arrangements and expenses – 1. Underwriting Agreement – Grounds for termination” in the Prospectus.*

*Unless otherwise specified, all dates and time in this announcement refer to Hong Kong dates and time.*

# NEW MEDIA LAB

新傳企劃

新傳企劃有限公司

**New Media Lab Limited**

*(incorporated in the Cayman Islands with limited liability)*

(Stock Code: 1284)

## SHARE OFFER

- Number of Offer Shares : 150,000,000 Shares**
- Number of Public Offer Shares : 45,000,000 Shares (including 1,500,000 Employee Reserved Shares) (as adjusted after reallocation)**
- Number of Placing Shares : 105,000,000 Shares (as adjusted after reallocation)**
- Final Offer Price : HK\$0.92 per Offer Share, plus 1% brokerage, 0.0027% SFC transaction levy, 0.00015% AFRC transaction levy and 0.00565% Stock Exchange trading fee**
- Nominal value : HK\$0.01 per Share**
- Stock code : 1284**

### Joint Sponsors



### Overall Coordinators

### Joint Coordinators, Joint Bookrunners and Joint Lead Managers



### Joint Bookrunners and Joint Lead Managers

