

ANNOUNCEMENT OF OFFER PRICE AND ALLOTMENT RESULTS

SUMMARY

Offer Price

The final Offer Price has been determined at HK\$0.92 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%).

Net Proceeds from the Share Offer

- Based on the final Offer Price of HK\$0.92 per Offer Share and 150,000,000 Offer Shares offered by the Company for subscription, the net proceeds from the Share Offer to be received by the Company, after deducting the underwriting fees and commissions and estimated expenses payable by the Company in connection with the Share Offer, is estimated to be approximately HK\$101.0 million. The Company intends to apply such net proceeds in the manner as set out in the paragraph headed “Net proceeds from the Share Offer” in this announcement.

Level of Applications in the Public Offer and the Employee Preferential Offering

- The Public Offer Shares have been very significantly over-subscribed. A total of 11,655 valid applications have been received pursuant to the Public Offer (being applications made through the **HK eIPO White Form** service or the **CCASS EIPO** service or on **PINK** Application Forms) for a total of 662,715,000 Public Offer Shares, representing approximately 44.2 times of the number of 15,000,000 Public Offer Shares initially available for subscription under the Public Offer (including 1,500,000 Employee Reserved Shares under the Employee Preferential Offering).
- A total of 7 valid applications have been received pursuant to the Employee Preferential Offering on **PINK** Application Forms for a total of 2,185,000 Employee Reserved Shares, equivalent to approximately 1.5 times of the total number of Employee Reserved Shares available for subscription under the Employee Preferential Offering. As the Employee Preferential Offering has been fully subscribed for, none of the Employee Reserved Shares have been made available for subscription by the public under the Public Offer. The final number of Employee Reserved Shares allocated to the relevant Eligible Employees under the Employee Preferential Offering is 1,500,000 Offer Shares, representing 1.0% of the total number of the Offer Shares available under the Share Offer.

- As the over-subscription in the Public Offer is more than 15 times but less than 50 times of the total number of the Offer Shares initially available for subscription under the Public Offer, the reallocation procedure as disclosed in the section headed “Structure and conditions of the Share Offer – The Public Offer – Reallocation” in the Prospectus has been applied. The final number of Offer Shares under the Public Offer is 45,000,000 Offer Shares (including 1,500,000 Employee Reserved Shares under the Employee Preferential Offering), representing 30.0% of the total number of Offer Shares available under the Share Offer, which have been allocated to 4,315 successful applicants under the Public Offer (including 7 successful applicants under the Employee Preferential Offering). A total number of 4,212 applicants, representing approximately 97.6% of the total number of 4,315 successful applicants under the Public Offer (including 7 successful applicants under the Employee Preferential Offering), have been allotted with one board lot of the Public Offer Shares. These applicants have been allotted 21,060,000 Offer Shares, representing approximately 1.4 times of 15,000,000 Public Offer Shares initially available under the Public Offer.

Placing

- The Placing Shares initially offered under the Placing have been slightly oversubscribed, representing approximately 1.5 times of the total number of 135,000,000 Placing Shares initially available for subscription under the Placing. The final number of Offer Shares under the Placing is 105,000,000 Offer Shares, representing 70.0% of the total number of Offer Shares available under the Share Offer.
- There are a total of 177 places under the Placing. No over-allocation of Placing Shares has been made. A total of 65 places, representing approximately 36.7% of the total number of places under the Placing, have been allotted five board lots of the Placing Shares or less. These places have been allotted approximately 0.6% of the Offer Shares initially available under the Placing and approximately 0.5% of the total number of the Offer Shares under the Share Offer. A total of 18 places, representing approximately 10.2% of the total number of places under the Placing, have been allotted one board lot of the Placing Shares. These places have been allotted approximately 0.1% of the Offer Shares initially available under the Placing and approximately 0.1% of the total number of the Offer Shares under the Share Offer.
- The Placing has been conducted in compliance with the Placing Guidelines for Equity Securities as set out in Appendix 6 to the Listing Rules (the “**Placing Guidelines**”). To the best knowledge, information and belief of the Directors and having made all reasonable enquiries, none of the Offer Shares were allocated to any core connected person, Directors or existing Shareholders of the Company, or their respective close associates, or persons set out in paragraphs 5(1) and 5(2) of the Placing Guidelines, whether in their own names or through nominees. None of the Joint Sponsors, the Overall Coordinators, the Joint Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Underwriters, the Capital Market Intermediaries and their respective affiliated companies and connected clients (as set out in Appendix 6 to the Listing Rules) has taken up any Offer Shares for its own benefit under the Share Offer.

- The Directors further confirm that, to the best of their knowledge, information and belief and having made all reasonable enquiries, all placees under the Placing and their ultimate beneficial owners are independent of and are not (a) core connected persons of the Company, (b) Directors or existing Shareholders or any of the Company's subsidiaries, or (c) close associates of (a) and/or (b) above whether in their own names or through nominees.
- The Directors confirm that, to the best of their knowledge, information and belief and having made all reasonable enquiries, no placee will, individually, hold more than 10% of the enlarged issued share capital of the Company immediately after completion of the Share Offer. Accordingly, the Directors confirm that none of the placees will become a substantial shareholder of the Company immediately following completion of the Placing, and there will not be any new substantial shareholder of the Company immediately following completion of the Share Offer.
- The Directors confirm that, to the best of their knowledge, information and belief and having made all reasonable enquiries, (i) none of the Offer Shares subscribed by public Shareholders in the Public Offer and placees in the Placing has been financed directly or indirectly by the Company, the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company or any of their subsidiaries or their respective close associates; (ii) no rebate has been, directly or indirectly, provided by the Company, the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company, or syndicate members or any other brokers involved in the Share Offer, to any public Shareholders in the Public Offer or placees in the Placing; (iii) none of the public Shareholders in the Public Offer and placees in the Placing who has subscribed for Offer Shares is accustomed to taking instructions from the Company, the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company or any of their subsidiaries or their respective close associates in relation to the acquisition, disposal, voting or other disposition of the Shares registered in his/her/its name or otherwise held by him/her/it; (iv) the consideration payable by the public Shareholders in the Public Offer and placees in the Placing for each Share subscribed for or purchased by them is the same as the final Offer Price as determined by the Company, in addition to brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%; and (v) there is no side agreement or arrangement between the Company, any of the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company or any of their subsidiaries or their respective close associates, on one hand, and the public subscribers or the placees who have subscribed for Offer Shares, on the other hand.

Lock-up Undertakings

The Company and the Controlling Shareholders are subject to certain lock-up undertakings as set out in paragraph headed "Lock-up undertakings" in this announcement.

Results of Allocations

The final Offer Price, the results of allocations and the Hong Kong identity card/passport/Hong Kong business registration/certificate of incorporation numbers of successful applicants under the Public Offer will be available at the times and date and in the manner specified below:

- in this announcement to be posted on the Stock Exchange’s website at www.hkexnews.hk and on the Company’s website at www.newmedialab.com.hk by no later than 9:00 a.m. on Friday, 14 July 2023. Please note that the list of identification document numbers set out in this announcement may not be a complete list of successful applicants, since only successful applicants whose identification document numbers are provided to HKSCC by CCASS Participants are disclosed. Applicants with beneficial names only but not identification document numbers are not disclosed due to personal privacy issue as elaborated below. Applicants who applied for Public Offer Shares through their brokers can consult their brokers to enquire about their application results;
- from “IPO Results” function in the IPO App or the designated results of allocations website at www.tricor.com.hk/ipo/result or www.hkeipo.hk/IPOResult with a “search by ID” function on a 24 hour basis from 8:00 a.m. on Friday, 14 July 2023 to 12:00 midnight on Thursday, 20 July 2023; and
- from the allocation results telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Friday, 14 July 2023 to Wednesday, 19 July 2023 (excluding Saturday, Sunday and public holiday in Hong Kong).

This announcement contains a list of identification document numbers. Identification document numbers shown in the section headed “Results of applications made by **HK eIPO White Form**” in this announcement refer to the Hong Kong identity card numbers, passport numbers, Hong Kong business registration numbers, certificate of incorporation numbers or beneficial owner identification codes (if such applications are made by nominees as agent for the benefit of another person) whereas those displayed in the section headed “Results of applications made by giving Electronic Application Instructions to HKSCC via CCASS” in this announcement are provided by CCASS Participants via CCASS. Therefore, the identification document numbers shown in the two sections are different in nature.

Since applications are subject to personal information collection statements, beneficial owner identification codes displayed in the sections headed “Results of applications made by **HK eIPO White Form**” and “Results of applications made by giving Electronic Application Instructions to HKSCC via CCASS” are redacted and not all details of applications are disclosed in this announcement.

Despatch/Collection of Share Certificates/e-Auto Refund Payment Instructions/Refund Cheques

For each applicant applying for Public Offer Shares through the **HK eIPO White Form** service:

- Where an application has been made for 1,000,000 Public Offer Shares or more through **HK eIPO White Form** service and the application is wholly or partially successful, Share Certificates may be collected in person from the Hong Kong Share Registrar, Tricor Secretaries Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Friday, 14 July 2023, or any other place or date notified by the Company.

An individual who is eligible for personal collection must not authorise any other person(s) to make collection on his behalf. A corporate applicant which is eligible for personal collection must attend by its authorised representative(s) bearing a letter of authorisation from such corporation stamped with the corporation's chop. Both an individual and authorised representative(s) (if applicable) must produce, at the time of collection, evidence of identity acceptable to the Hong Kong Share Registrar.

If Share certificate(s) and/or refund cheque(s) are not collected personally within the time specified for collection, they will be sent to the address specified in the application instructions by ordinary post at the applicant's own risk.

- Where an application has been made for less than 1,000,000 Public Offer Shares through the **HK eIPO White Form** service, the Share certificate(s) (where applicable) will be sent to the address specified in the application instructions on or before Friday, 14 July 2023 by ordinary post at the applicant's own risk.
- Where the application monies have been paid from a single bank account, any refund monies will be despatched to that bank account in the form of e-Auto Refund payment instructions.
- Where the application monies have been paid from multiple bank accounts, any refund monies will be despatched to the address as specified in the application instructions in the form of refund cheque(s) in favour of the applicant (or, in the case of joint applications, the first-named applicant) by ordinary post at the own risk of the applicant(s).

For each applicant applying for Public Offer Shares through the **CCASS EIPO** service:

- For the purposes of allocating Public Offer Shares, HKSCC Nominees will not be treated as an applicant. Instead, each CCASS Participant who gives **electronic application instructions** or each person for whose benefit instructions are given will be treated as an applicant.
- Where the application is wholly or partially successful, the Share certificate(s) will be issued in the name of HKSCC Nominees and deposited into CCASS for the credit of the designated CCASS Participant's stock account or the applicant's CCASS Investor Participant stock account on Friday, 14 July 2023 or on any other date determined by HKSCC or HKSCC Nominees.

- The applicant should check the application results of CCASS Participants (and where the CCASS Participant is a broker or custodian, information relating to the relevant beneficial owner is included) and the successful applicants' Hong Kong identity card number/passport number or other identification code (Hong Kong business registration number for corporations) published by the Company on Friday, 14 July 2023 in the manners specified in the section headed "Results of allocations" in this announcement, and report any discrepancies to HKSCC before 5:00 p.m. on Friday, 14 July 2023 or such other date as determined by HKSCC or HKSCC Nominees.
- Where the applicant has instructed a broker or custodian to give **electronic application instructions** on his/her/its behalf, the applicant can also check the number of Public Offer Shares allotted to him/her/it and the amount of refund monies (if any) payable to him/her/it with that broker or custodian.
- Where the applicant has applied as a CCASS Investor Participant, he/she/it can also check the number of Public Offer Shares allotted to him/her/it and the amount of refund monies (if any) payable to him/her/it via the CCASS Phone System and the CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time) on Friday, 14 July 2023. Immediately following the credit of the Public Offer Shares to the applicant's stock account and the credit of refund monies to his/her/its bank account, HKSCC will also make available to him/her/it an activity statement showing the number of Public Offer Shares credited to his/her/its CCASS Investor Participant stock account and the amount of refund monies (if any) credited to his/her/its designated bank account.
- Refund of the application monies (if any) in respect of wholly and partially unsuccessful applications and/or difference between the final Offer Price and the maximum Offer Price per Offer Share initially paid on application (including brokerage, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee but without interest) will be credited to the applicant's designated bank account or the designated bank account of the applicant's broker or custodian on Friday, 14 July 2023.

For each applicant applying for Employee Reserved Shares using the **PINK** Application Form:

- Share certificate(s) and/or refund cheque(s) (if any) for Public Offer Shares allotted to applicants using **PINK** Application Forms are expected to be sent to the address on the **PINK** Application Form on or before Friday, 14 July 2023.
- Where an application has been made for 1,000,000 Employee Reserved Shares or more using the **PINK** Application Form, and the application is wholly or partially successful, Share certificate(s) may be collected in person from the Hong Kong Share Registrar, Tricor Secretaries Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Friday, 14 July 2023, or any other place or date notified by the Company. If the Eligible Employee is an individual who is eligible for personal collection, he/she must not authorise any other person to collect for him/her.

Share certificates will only become valid at 8:00 a.m. on Monday, 17 July 2023 provided that the Share Offer has become unconditional in all respects and the right of termination as described in the section headed “Underwriting – Underwriting arrangements and expenses – 1. Underwriting Agreement – Grounds for termination” in the Prospectus has not been exercised.

No temporary document of title will be issued in respect of the Offer Shares. No receipt will be issued for sums paid on application.

Public Float

The Directors confirm that:

- (i) immediately following completion of the Share Offer and the Capitalisation Issue, at least 25% of the total number of issued Shares will be held by the public, in compliance with Rule 8.08(1) of the Listing Rules;
- (ii) the Shares will be held by at least 300 Shareholders at the time of Listing, in compliance with Rule 8.08(2) of the Listing Rules;
- (iii) the three largest public Shareholders will not hold more than 50% of the Shares held in public hands at the time of Listing, in compliance with Rule 8.08(3) and Rule 8.24 of the Listing Rules;
- (iv) no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after completion of the Share Offer; and
- (v) there will not be any new substantial Shareholder (as defined in the Listing Rules) of the Company immediately after completion of the Share Offer.

Commencement of Dealings

Assuming that the Share Offer becomes unconditional in all respects at or before 8:00 a.m. on Monday, 17 July 2023 (Hong Kong time), dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Monday, 17 July 2023 (Hong Kong time). The Shares will be traded in board lots of 5,000 Shares. The stock code of the Shares is 1284.

In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and respective investors should be aware that the price of the Shares could move substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.

FINAL OFFER PRICE

The final Offer Price has been determined at HK\$0.92 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%).

NET PROCEEDS FROM THE SHARE OFFER

Based on the final Offer Price of HK\$0.92 per Offer Share and 150,000,000 Offer Shares offered by the Company for subscription, the net proceeds from the Share Offer to be received by the Company, after deducting the underwriting fees and commissions and estimated expenses payable by the Company in connection with the Share Offer, is estimated to be approximately HK\$101.0 million (the “**Net Proceeds**”).

The Company intends to apply the Net Proceeds for the following purposes:

- approximately HK\$26.6 million, representing approximately 26.3%, of the Net Proceeds is expected to be applied for future mergers and acquisitions and/or strategic alliances with other media or e-commerce market players to accelerate the Group’s growth beyond organic;
- as to approximately HK\$44.8 million, representing approximately 44.4%, of the Net Proceeds is expected to be used for expanding and enhancing the Group’s product lines and data collection and analytical capabilities, which the Company believes will enable the Group to deepen its penetration into its existing clientele and expanding its clientele, through launching of the APS Platform, PSS Platform and E-Commerce Solution Platform;
- approximately HK\$12.6 million, representing approximately 12.5%, of the Net Proceeds is expected to be used for constructing an in-house media content management platform to enhance the Group’s research capabilities and help monitoring the performances of the Group’s contents qualitatively and quantitatively and enabling the Group to be prepared for handling the increasing volume of data along with the anticipated expansion of its business;
- approximately HK\$7.0 million, representing 6.9%, of the Net Proceeds is expected to be used for repayment of bank borrowings; and
- approximately HK\$10.0 million, representing approximately 9.9%, of the Net Proceeds is expected to be used to fund the Group’s working capital and for general corporate purposes.

Please refer to the section headed “Future plans and use of proceeds” in the Prospectus for further details in respect to the Company’s use of proceeds from the Share Offer.

LEVEL OF APPLICATIONS IN THE PUBLIC OFFER AND EMPLOYEE PREFERENTIAL OFFERING

The Company announces that the Public Offer Shares initially offered under the Public Offer have been very significantly over-subscribed. At the close of the application lists at 12:00 noon on Wednesday, 5 July 2023, a total of 11,655 valid applications (including 7 valid applications under the Employee Preferential Offering) have been received pursuant to the Public Offer (being applications made through the **HK eIPO White Form** service or the **CCASS EIPO** service or on the **PINK** Application Forms) for a total of 662,715,000 Public Offer Shares, representing approximately 44.2 times of the total number of 15,000,000 Public Offer Shares initially available under the Public Offer, among which and with reference to paragraph 3.1 of the Practice Note 18 of the Listing Rules (“**Paragraph 3.1 of PN18**”):

- 11,618 valid applications were made in respect of a total of 469,280,000 Public Offer Shares under the Public Offer (excluding the applications under the Employee Preferential Offering), each with an aggregate subscription amount based on the maximum Offer Price of HK\$0.92 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%) of HK\$5 million or less, representing approximately 69.5 times of the number of 6,750,000 Public Offer Shares initially available in Pool A of the Public Offer;
- 30 valid applications were made in respect of a total of 191,250,000 Public Offer Shares under the Public Offer (excluding the applications under the Employee Preferential Offering), each with an aggregate subscription amount based on the maximum Offer Price of HK\$0.92 per Offer Share (exclusive of brokerage of 1.00%, Stock Exchange trading fee of 0.00565%, SFC transaction levy of 0.0027% and AFRC transaction levy of 0.00015%) of more than HK\$5 million, representing approximately 28.3 times of the number of 6,750,000 Public Offer Shares initially available in Pool B of the Public Offer; and
- 7 valid applications have been received pursuant to the Employee Preferential Offering on **PINK** Application Forms for a total of 2,185,000 Employee Reserved Shares, equivalent to approximately 1.5 times of the total number of Employee Reserved Shares available for subscription under the Employee Preferential Offering. As the Employee Preferential Offering has been fully subscribed for, none of the Employee Reserved Shares have been made available for subscription by the public under the Public Offer. The final number of Employee Reserved Shares allocated to the relevant Eligible Employees under the Employee Preferential Offering is 1,500,000 Offer Shares, representing 1.0% of the total number of the Offer Shares available under the Share Offer.

As the over-subscription in the Public Offer is more than 15 times but less than 50 times of the total number of the Offer Shares initially available for subscription under the Public Offer, the reallocation procedure as disclosed in the section headed “Structure and conditions of the Share Offer – The Public Offer – Reallocation” in the Prospectus has been applied. The final number of Offer Shares under the Public Offer is 45,000,000 Offer Shares, representing 30.0% of the total number of Offer Shares available under the Share Offer, which have been allocated to 4,315 successful applicants under the Public Offer (including 7 successful applicants under the Employee Preferential Offering). A total number of 4,212 applicants, representing approximately 97.6% of the total number of 4,315 successful applicants under the Public Offer (including 7 successful applicants under the Employee Preferential Offering), have been allotted with one board lot of the Public Offer Shares. These applicants have been allotted 21,060,000 Offer Shares, representing approximately 1.4 times of 15,000,000 Public Offer Shares initially available under the Public Offer.

10 multiple applications or suspected multiple applications have been identified and rejected. No applications have been rejected due to bounced cheques. No application has been rejected due to invalid application which is not completed in accordance with the instructions set out in the Application Forms. No application for more than 6,750,000 Public Offer Shares has been identified. The Public Offer Shares have been conditionally allocated on the basis set out in the paragraph headed “Basis of allocation under the Public Offer” in this announcement.

PLACING

The Placing Shares initially offered under the Placing have been slightly oversubscribed, representing approximately 1.5 times of the total number of 135,000,000 Placing Shares initially available for subscription under the Placing. The final number of Offer Shares under the Placing is 105,000,000 Offer Shares, representing 70.0% of the total number of Offer Shares available under the Share Offer.

There are a total of 177 placees under the Placing. No over-allocation of Placing Shares has been made. A total of 65 placees, representing approximately 36.7% of the total number of placees under the Placing, have been allotted five board lots of the Placing Shares or less. These placees have been allotted approximately 0.6% of the Offer Shares initially available under the Placing and approximately 0.5% of the total number of the Offer Shares under the Share Offer. A total of 18 placees, representing approximately 10.2% of the total number of placees under the Placing, have been allotted one board lot of the Placing Shares. These placees have been allotted approximately 0.1% of the Offer Shares initially available under the Placing and approximately 0.1% of the total number of the Offer Shares under the Share Offer.

The Placing has been conducted in compliance with the Placing Guidelines. To the best knowledge, information and belief of the Directors and having made all reasonable enquiries, none of the Offer Shares were allocated to any core connected person, Directors or existing Shareholders of the Company, or their respective close associates or persons set out in paragraphs 5(1) and 5(2) of the Placing Guidelines, whether in their own names or through nominees. None of the Joint Sponsors, the Overall Coordinators, the Joint Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Underwriters, the Capital Market Intermediaries and their respective affiliated companies and connected clients (as

set out in Appendix 6 to the Listing Rules) has taken up any Offer Shares for its own benefit under the Share Offer. The Directors further confirm that, to the best of their knowledge, information and belief and having made all reasonable enquiries, all placees under the Placing and their ultimate beneficial owners are independent of and are not (a) core connected persons of the Company, (b) Directors or existing Shareholders or any of the Company's subsidiaries, or (c) close associates of (a) and/or (b) above whether in their own names or through nominees.

The Directors confirm that, to the best of their knowledge, information and belief and having made all reasonable enquiries, no placee will, individually, hold more than 10% of the enlarged issued share capital of the Company immediately after completion of the Share Offer. Accordingly, the Directors confirm that none of the placees will become a substantial shareholder of the Company immediately following completion of the Placing, and there will not be any new substantial shareholder of the Company immediately following completion of the Share Offer.

The Directors confirm that, to the best of their knowledge, information and belief and having made all reasonable enquiries, (i) none of the Offer Shares subscribed by public Shareholders in the Public Offer and placees in the Placing has been financed directly or indirectly by the Company, the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company or any of their subsidiaries or their respective close associates; (ii) no rebate has been, directly or indirectly, provided by the Company, the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company, or syndicate members or any other brokers involved in the Share Offer, to any public Shareholders in the Public Offer or placees in the Placing; (iii) none of the public Shareholders in the Public Offer and placees in the Placing who has subscribed for the Offer Shares is accustomed to taking instructions from the Company, the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company or any of their subsidiaries or their respective close associates in relation to the acquisition, disposal, voting or other disposition of the Shares registered in his/her/its name or otherwise held by him/her/it; (iv) the consideration payable by the public Shareholders in the Public Offer and placees in the Placing for each Share subscribed for or purchased by them is the same as the final Offer Price as determined by the Company, in addition to brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%; and (v) there is no side agreement or arrangement between the Company, any of the Directors, the chief executive of the Company, the Controlling Shareholders, substantial Shareholders of the Company, existing Shareholders of the Company or any of their subsidiaries or their respective close associates, on one hand, and the public subscribers or the placees who have subscribed for Offer Shares, on the other hand.

LOCK-UP UNDERTAKINGS

The Company, the Controlling Shareholders, Mr. Royce Lee, Double Blossoms, Ms. Venus Lee and Double Fantastic have provided certain lock-up undertakings (the “**Lock-up Undertakings**”) in respect of the Shares. The Lock-up Undertakings, except that required by the Listing Rules, have been provided on a voluntary basis pursuant to commercial negotiations. The major terms of the Lock-up Undertakings are set out below.

Party	Number of Shares directly held immediately following completion of the Capitalisation Issue and the Share Offer which are subject to Lock-up Undertaking upon Listing	Approximate percentage of total number of issued Shares immediately following completion of the Capitalisation Issue and the Share Offer	Last day of the lock-up period
The Company (subject to lock-up obligations pursuant to the Listing Rules and the Underwriting Agreement)	N/A	N/A	17 January 2024
The Controlling Shareholders (subject to lock-up obligations pursuant to the Listing Rules and the Underwriting Agreement)	315,000,000	52.5%	17 January 2024, (First Six-Month Period) 17 July, 2024 (Second Six-Month Period)
Mr. Royce Lee and Double Blossoms	90,000,000	15.0%	17 January 2024 (First Six-Month Period)
Ms. Venus Lee and Double Fantastic	45,000,000	7.5%	17 January 2024 (First Six-Month Period)

Notes:

1. The Company may not issue Shares prior to the indicated date except otherwise permitted by the Listing Rules.
2. Percentage figures in the table above are subject to rounding adjustments.

BASIS OF ALLOCATION UNDER THE PUBLIC OFFER

Subject to satisfaction of the conditions set out in the section headed “Structure and conditions of the Share Offer” in the Prospectus and in accordance with Paragraph 3.1 of PN18^{Note}, 11,655 valid applications made by the public through the **HK eIPO White Form** service or the **CCASS EIPO service** (including 7 valid applications under the Employee Preferential Offering using the **PINK** Application Form) will be conditionally allocated on the basis set out below:

Number of Shares applied for	No. of valid applications	Basis of allotment/ballot	Approximate percentage allotted of the total number of Shares applied for
Pool A			
5,000	6,911	2,074 out of 6,911 applicants to receive 5,000 shares	30.01%
10,000	1,262	406 out of 1,262 applicants to receive 5,000 shares	16.09%
15,000	357	120 out of 357 applicants to receive 5,000 shares	11.20%
20,000	287	99 out of 287 applicants to receive 5,000 shares	8.62%
25,000	192	68 out of 192 applicants to receive 5,000 shares	7.08%
30,000	120	44 out of 120 applicants to receive 5,000 shares	6.11%
35,000	52	21 out of 52 applicants to receive 5,000 shares	5.77%
40,000	58	24 out of 58 applicants to receive 5,000 shares	5.17%
45,000	46	20 out of 46 applicants to receive 5,000 shares	4.83%
50,000	971	431 out of 971 applicants to receive 5,000 shares	4.44%
60,000	75	36 out of 75 applicants to receive 5,000 shares	4.00%
70,000	53	27 out of 53 applicants to receive 5,000 shares	3.64%
80,000	57	31 out of 57 applicants to receive 5,000 shares	3.40%
90,000	52	30 out of 52 applicants to receive 5,000 shares	3.21%
100,000	388	227 out of 388 applicants to receive 5,000 shares	2.93%
200,000	487	376 out of 487 applicants to receive 5,000 shares	1.93%
300,000	67	61 out of 67 applicants to receive 5,000 shares	1.52%
400,000	35	5,000 shares plus 1 out of 35 applicants to receive an additional 5,000 shares	1.29%
500,000	42	5,000 shares plus 5 out of 42 applicants to receive an additional 5,000 shares	1.12%
600,000	16	5,000 shares plus 4 out of 16 applicants to receive an additional 5,000 shares	1.04%
700,000	13	5,000 shares plus 4 out of 13 applicants to receive an additional 5,000 shares	0.93%
800,000	11	5,000 shares plus 4 out of 11 applicants to receive an additional 5,000 shares	0.85%
900,000	4	5,000 shares plus 2 out of 4 applicants to receive an additional 5,000 shares	0.83%
1,000,000	33	5,000 shares plus 17 out of 33 applicants to receive an additional 5,000 shares	0.76%
2,000,000	17	10,000 shares	0.50%
3,000,000	8	10,000 shares plus 3 out of 8 applicants to receive an additional 5,000 shares	0.40%
4,000,000	3	10,000 shares plus 2 out of 3 applicants to receive an additional 5,000 shares	0.33%
5,000,000	1	15,000 shares	0.30%
Total:	11,618		

Number of Shares applied for	No. of valid applications	Basis of allotment	Approximate percentage allotted of the total number of Shares applied for
		Pool B	
6,000,000	15	720,000 shares	12.00%
6,750,000	15	730,000 shares	10.81%
Total:	30		

Note: For allocation purposes only and based on the 43,500,000 Offer Shares available under the Public Offer (as adjusted after reallocation and excluding the 1,500,000 Employee Reserved Shares under the Employee Preferential Offering), the Public Offer Shares were divided equally into two pools: Pool A and Pool B. The Public Offer Shares in Pool A consisted of 21,750,000 Shares and were allocated on an equitable basis to applicants who have applied for Public Offer Shares in the value of HK\$5 million or less (excluding brokerage, Stock Exchange trading fee, SFC transaction levy and AFRC transaction levy thereon). The Public Offer Shares available in Pool B consisted of 21,750,000 Shares and were allocated on an equitable basis to applicants who have applied for Public Offer Shares in the value of more than HK\$5 million (excluding brokerage, Stock Exchange trading fee, SFC transaction levy and AFRC transaction levy) and up to the value of Pool B.

Number of Shares applied for	No. of valid applications	Basis of allotment	Approximate percentage allotted of the total number of Shares applied for
		Employee Preferential Offering	
10,000	2	10,000 Shares	100.00%
15,000	1	15,000 Shares	100.00%
50,000	1	35,000 Shares	70.00%
500,000	1	345,000 Shares	69.00%
600,000	1	410,000 Shares	68.33%
1,000,000	1	675,000 Shares	67.50%
Total:	7		

The final number of the Offer Shares available under the Public Offer is 45,000,000 Offer Shares, representing 30.0% of the total number of the Offer Shares available under the Share Offer.

RESULTS OF ALLOCATIONS

The final Offer Price, the results of allocations and the Hong Kong identity card/passport/Hong Kong business registration/certificate of incorporation numbers of successful applicants under the Public Offer will be available at the times and date and in the manner specified below:

- in this announcement to be posted on the Stock Exchange’s website at www.hkexnews.hk and on the Company’s website at www.newmedialab.com.hk by no later than 9:00 a.m. on Friday, 14 July 2023. Please note that the list of identification document numbers set out in this announcement may not be a complete list of successful applicants, since only successful applicants whose identification document numbers are provided to HKSCC by CCASS Participants are disclosed. Applicants with beneficial names only but not identification document numbers are not disclosed due to personal privacy issue as elaborated below. Applicants who applied for Public Offer Shares through their brokers can consult their brokers to enquire about their application results;
- from the “IPO Results” function in the IPO App or the designated results of allocations website at www.tricor.com.hk/ipo/result or www.hkeipo.hk/IPOResult with a “search by ID” function on a 24 hour basis from 8:00 a.m. on Friday, 14 July 2023, to 12:00 midnight on Thursday, 20 July 2023; and
- from the allocation results telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Friday, 14 July 2023 to Wednesday, 19 July 2023 (excluding Saturday, Sunday and public holiday in Hong Kong).

SHAREHOLDER CONCENTRATION ANALYSIS

Set out below is a summary of the allotments results under the Share Offer:

- the number of Offer Shares subscribed for by the top 1, 5, 10, 20 and 25 placees under the Placing, their subscription percentages in the Placing, and their shareholding percentages upon Listing are as follows:

Placee	Aggregate number of Placing Shares allocated under the Placing	Approximate aggregate% of the total number of Placing Shares	Approximate aggregate% of the total number of Offer Shares under the Share Offer	% of total issued Shares held upon Listing
Top 1 (Note)	9,340,000	8.9%	6.2%	1.6%
Top 5	40,165,000	38.3%	26.8%	6.7%
Top 10	62,905,000	59.9%	41.9%	10.5%
Top 20	83,895,000	79.9%	55.9%	14.0%
Top 25	89,340,000	85.1%	59.6%	14.9%

Note: There are 3 placees who have subscribed for, and are hence allocated with, the same number of Offer Shares. Each of them is considered a top 1 placee.

- the number of Shares held by the top 1, 5, 10, 20 and 25 of all Shareholders upon Listing, (where applicable) their subscription percentages in the Public Offer, the Placing and the Share Offer, and their shareholding percentages upon Listing are as follows:

Shareholder	Number of Shares subscribed for in the Placing	Number of Shares subscribed for in the Share Offer	Number of Shares held upon Listing	Subscription as% of the Placing Shares	Subscription as% for the total Offer Shares	% of total issued Shares held upon Listing
Top 1	–	–	315,000,000	0.0%	0.0%	52.5%
Top 5	18,680,000	18,680,000	468,680,000	17.8%	12.5%	78.1%
Top 10	49,505,000	49,505,000	499,505,000	47.1%	33.0%	83.3%
Top 20	78,735,000	78,735,000	528,735,000	75.0%	52.5%	88.1%
Top 25	86,230,000	86,230,000	536,230,000	82.1%	57.5%	89.4%

In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and respective investors should be aware that the price of the Shares could move substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.