

New Media Lab Limited – Biographies of Directors

WONG CHI FAI (Executive Director and Chairman)

Mr. WONG Chi Fai (黃志輝) is an Executive Director, the Chairman of the Board. He has first been involved in the management of our Group in June 1999. He was appointed as a Director on 22 March 2021. Mr. Wong is responsible for overseeing the financial management and advising on the business strategic planning and development of our Group.

Mr. Wong is a Certified Public Accountant of the Hong Kong Institute of Certified Public Accountants since October 1981 and a fellow of the Association of Chartered Certified Accountants since May 1987. Having over 34 years of experience in finance and management, Mr. Wong has diversified experiences ranging from media and publication to manufacturing, property investment and development, hotel and hospitality, watch and jewellery retailing, financial and securities services, wholesaling and retailing of furniture, artiste management, entertainment production and investment as well as cinema development and operation. He is also the managing director of Emperor International Holdings Limited (stock code: 163), an executive director of Emperor Entertainment Hotel Limited (stock code: 296), Emperor Watch & Jewellery Limited (stock code: 887), Emperor Culture Group Limited (stock code: 491), Ulferts International Limited (stock code: 1711) and Emperor Capital Group Limited (stock code: 717), all of which are listed on the Main Board.

LEE YAT PUI, ROYCE (Executive Director and Chief Executive Officer)

Mr. LEE Yat Pui, Royce (李一培) is an Executive Director and the Chief Executive Officer of our Group. Mr. Lee joined our Group as consultant on 1 October 2016 and became our CEO since 1 January 2017. He was appointed as a Director on 22 March 2021 and is responsible for overall management of our Group and planning our Group's business and strategies.

Mr. Lee holds a Bachelor of Science awarded by the Chinese University of Hong Kong in December 1992. He also holds a Degree of Master in Philosophy awarded by the Chinese University of Hong Kong in December 1995. Mr. Lee has over 20 years' experience in marketing and brand management and specialised in digital marketing. Mr. Lee worked in Nestlé China Limited from September 1995 to July 1997 and then joined Coca-Cola China Limited. From February 2001 to 2010, he invested and also took up directorship in e-Crusade Marketing Co. Ltd. ("e-Crusade", which changed its name to Razorfish (Hong Kong) Co., Limited in February 2009), a start-up creative agency for digital marketing. Mr. Lee then ventured into e-learning and founded Aedify Technology Limited in 2012, aiming to apply digital technology to facilitate learning, but which ceased business at about the time Mr. Lee joined our Group in 2016.

FAN MAN SEUNG, VANESSA (Executive Director)

Ms. FAN Man Seung, Vanessa (范敏嫦) is an Executive Director. She has first been involved in the management of our Group in June 1999. Ms. Fan was appointed as a Director on 22 March 2021. She is a Chairperson of the Corporate Governance Committee of the Company.

Ms. Fan was admitted as a lawyer in Hong Kong in August 1988 and a fellow of the Association of Chartered Certified Accountants since September 2007. She also holds a Degree of Master of Business Administration awarded by the Asia International Open University (Macau) in May 1995. Besides having over 34 years of experience in corporate management, she possesses diversified experience in media and publication, property investment and development, hotel and hospitality, watch and jewellery retailing, financial and securities operations, wholesaling and retailing of furniture, artiste management, entertainment production and investment as well as cinema development and operation. She is also the managing director of Emperor International Holdings Limited (stock code: 163), an executive director of Emperor Entertainment Hotel Limited (stock code: 296), Emperor Watch & Jewellery Limited (stock code: 887), Emperor Culture Group Limited (stock code: 491), Ulferts International Limited (stock code: 1711) and Emperor Capital Group Limited (stock code: 717), all of which are listed on the Main Board.

CHENG Ka Yu (Independent Non-executive Director)

Ms. CHENG Ka Yu(鄭嘉裕) was appointed as an Independent Non-executive Director on 26 June 2023. She is the Chairperson of the Nomination Committee of the Company.

Ms. Cheng was admitted as a solicitor in Hong Kong in July 1998 and was admitted as a solicitor in England and Wales in December 2000. She holds a Bachelor of Laws Degree awarded by The University of Hong Kong in November 1995. Ms. Cheng joined P. C. Woo & Co, a solicitors firm, and became a partner of the said firm since February 2008 up till now.

Ms. Cheng was an independent non-executive director of Emperor International Holdings Limited (stock code: 163) from August 2012 to August 2021, the shares of which are listed on the Stock Exchange

MAK Kam Chiu (Independent Non-executive Director)

Mr. MAK Kam Chiu(麥錦釗) was appointed as an Independent Non-executive Director on 26 June 2023. He is the Chairman of the Audit Committee of the Company.

Mr. Mak holds a Bachelor of Business Administration in Accountancy awarded by the City University of Hong Kong in November 1999. He also holds a Degree of Master of

Business Administration awarded by the Chinese University of Hong Kong in December 2005. Mr. Mak is a fellow of the Association of Chartered Certified Accountants in Hong Kong since March 2009 and a fellow of the Hong Kong Institute of Certified Public Accountants since July 2010. Mr. Mak has over 20 years of experience in financial management and internal audit. Mr. Mak has served as finance director and/or held management positions with various multinational corporations engaging in retailing and/or food and beverage industry. Currently, he is the finance director of Skechers Hong Kong Limited.

NIU Zhongjie (Independent Non-executive Director)

Mr. NIU Zhongjie (牛鍾洁) was appointed as an Independent Non-executive Director on 26 June 2023. He is the Chairman of the Remuneration Committee of the Company.

Mr. Niu holds a Bachelor of Arts in Business Administration awarded by Northeast Missouri State University, Missouri USA in May 1994. He also holds a Degree of Master of Business Administration awarded by The University of Hong Kong in December 1999. Mr. Niu has worked with various financial institutions and has extensive experience in equity capital markets. He is currently the responsible officer for type 4 (advising on securities) and type 9 (asset management) regulated activities of Vision Finance Asset Management Limited. He is also a director of Vision Finance International Company Limited and the responsible officer of the company to carry on type 1 (dealing in securities) and type 6 (advising on corporate finance) regulated activities.

He is currently an independent non-executive director of Nanjing Sample Technology Company Limited (stock code: 1708) and Peiport Holdings Limited (stock code: 2885), the shares of which are listed on the Stock Exchange. He was an executive director of Beijing Sports and Entertainment Industry Group Limited, the shares of which are listed on the Stock Exchange (stock code: 1803) between 23 April 2015 to 7 November 2018.