



**NEW MEDIA LAB'S SHARE OFFER RECEIVES OVERWHELMING RESPONSE
WITH PUBLIC OFFER 44 TIMES SUBSCRIBED &
30% ONELOT SUCCESS RATE**

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OFFER PRICE FIXED AT HK\$0.92 PER SHARE

(Hong Kong, 14 July 2023) — **New Media Lab Limited** (“New Media Lab” or the “Group”, Stock Code: 1284.HK), a renowned digital media flagship group in Hong Kong, today announced the allotment results of its share offer (the “Share Offer”).

New Media Lab offered a total of 150 million new shares, initially comprising 135 million shares for share placing and 15 million shares for Hong Kong public offering. Due to 44 times subscribed in the public offering, a total of 30 million shares have been re-allocated from the share placing to the public offering. After such re-allocation, 45 million shares, or 30% of the total offer shares, were allocated to the public offering. One lot success rate is 30%, and subscribing for 80 lots (equivalent to 400,000 shares) would guarantee one lot.

The offer price has been fixed at HK\$0.92 per share, being the upper-end of the indicative offer price range. As such, the net proceeds from the Share Offer (after deducting related costs payable for the Share Offer) are estimated to be approximately HK\$101 million.

Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab, said, “The overwhelming response to our Share Offer has demonstrated investors’ confidence about New Media Lab’ growth strategies and long-term prospects. We aim to solidify our market position by pursuing our expansion strategy actively, and bring good returns to our shareholders ultimately.”

New Media Lab will be listed on the Main Board of The Stock Exchange of Hong Kong Limited on 17 July 2023 (Monday) under the stock code of 1284. Its share will be traded in board lots of 5,000 shares each.

Emperor Corporate Finance Limited and Lego Corporate Finance Limited are the Joint Sponsors of the Group’s listing.

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About New Media Lab Limited

New Media Lab is a renowned digital media flagship group in Hong Kong, providing one-stop integrated advertising solutions to brand owners and advertising agencies through a number of digital media platforms. The Group currently operates nine media brands, including “**Weekend Weekly**”, “**Oriental Sunday**”, “**Economic Digest**”, “**New Monday**”, “**More**”, “**GOtrip**”, “**Sunday Kiss**”, as well as two brands recently introduced – “**SSwagger**” and “**Madame Figaro**”. Each brand has its dedicated content pillars covering dining and local attractions, gourmet and gastronomy, fashion and beauty, travel, entertainment news, kids and parenting, electronic gadgets and gaming, finance and investment, as well as designer and luxury labels. For more information, please visit its website: www.NewMediaLab.com.hk.

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