

[For Immediate release]



**SHARES OF NEW MEDIA LAB COMMENCES TRADING
ON THE MAIN BOARD OF SEHK
DAY CLOSED AT HK\$0.93**

(Hong Kong, 18 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, is pleased to announce that trading of its shares commenced at 9:30 a.m. HKT today, following the Group’s successful listing on the Main Board of The Stock Exchange of Hong Kong Limited (the “SEHK”). Its share price closed at HK\$0.93 on the first trading day.

Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab, said, “The listing marks a milestone in New Media Lab’s development. Leveraging our strong digital media presence and outstanding market leading position, the listing will give us impetus to our business development. We are optimistic about the outlook of the online advertising industry. Meanwhile, we will step up efforts to capture the opportunities in the industry and strive to deliver greater success in the future.”

- End -

Photo Captions

Photo 1



Jack Pun, Executive Director, Wealth Solutions of Emperor Securities Limited (Left 1), Esther Cheung, COO of New Media Lab Limited (Left 2), Venus Lee, Managing Director of Economic Digest (Left 3), Bryan Wong, Executive Director & Chairman of New Media Lab Limited (Left 4), Royce Lee, Executive Director & CEO of New Media Lab Limited (Middle), Vanessa Fan, Executive Director of New Media Lab Limited (Right 4), Joshua Liu, Managing Director of Lego Corporate Finance Limited (Right 3), Mark Chan, Managing Director of Emperor Corporate Finance Limited (Right 2), and Patrick Wong, COO of Emperor Corporate Finance Limited (Right 1) witnessed this remarkable occasion together.

Photo 2



Bryan Wong, Executive Director & Chairman of New Media Lab Limited (Left), together with Royce Lee, Executive Director & CEO of New Media Lab Limited (Right) struck the ceremonial gong.

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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