



新傳企劃有限公司  
New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1284)

## DISSEMINATION OF CORPORATE COMMUNICATIONS BY ELECTRONIC MEANS

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Articles of Association of New Media Lab Limited (“**Company**”), the Company will send the English and Chinese versions of Corporate Communications<sup>(Note 1)</sup> to Registered Shareholders and Non-registered Shareholders<sup>(Note 2)</sup> by electronic means through the websites of the Company at <https://www.newmedialab.com.hk> and The Stock Exchange of Hong Kong Limited at <https://www.hkexnews.hk> (collectively “**Websites**”).

Shareholders may elect either (1) to receive an email notification of the publication of the Corporate Communication(s) on the Websites (“**Email Notification**”); or (2) to receive a printed notification letter of the publication of the Corporate Communication(s) on the Websites.

**If** the Registered Shareholders have selected the Email Notification and for those Non-registered Shareholders who have provided us (through HKSCC) with their email addresses, when the Company publishes any Corporate Communication(s) on the Websites, a notification letter of the publication of the Corporate Communication(s) on the Websites will be sent by email to them. **If** the Registered Shareholders and Non-registered Shareholders have not provided us with their email addresses or have provided invalid email addresses, a printed notification letter will be sent by post to them.

Registered Shareholders and Non-registered Shareholders may at any time send the request in writing to the Company’s Hong Kong branch share registrar, Tricor Secretaries Limited (by post to 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to [is-ecom@hk.tricorglobal.com](mailto:is-ecom@hk.tricorglobal.com)) to request for printed copy(ies) of the Corporate Communication(s). Even if the Registered Shareholders and/or Non-registered Shareholders have received the Email Notification but for any reason have difficulty in accessing the relevant Corporate Communication(s) electronically, the Company will upon reasonable request in writing send the Corporate Communication(s) to them in printed form free of charge.

Should the shareholders have any queries in relation to receiving Corporate Communication(s), please call the Company’s Hong Kong branch share registrar, Tricor Secretaries Limited at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays.

*Notes:*

1. “Corporate Communications” include but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
  
2. “Non-registered Shareholders” mean such persons or companies whose shares in the Company are held in the Central Clearing and Settlement System and who have notified the Company from time to time through Hong Kong Securities Clearing Company Limited (“HKSCC”) to receive its Corporate Communication(s).