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新傳企劃有限公司

New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1284)

PROFIT WARNING

This announcement is made by New Media Lab Limited (“**Company**”, together with its subsidiaries collectively referred to as “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (“**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the latest available financial information of the Group, the Group expects to record a profit of not more than HK\$16.0 million (2022: HK\$39.4 million) for the year ended 31 December 2023 (“**Year**”). Such change was mainly due to (i) the listing expense of not more than HK\$8.0 million (2022: HK\$4.1 million) incurred during the Year; (ii) the absence of a one-off government subsidies income during the Year (2022: HK\$5.7 million); and (iii) a decrease in the Group’s total revenue by not more than 10% during the Year, attributable to a more competitive market landscape amid the weakened consumption sentiment.

As the Group’s audited annual results for the Year (“**Annual Results**”) have not yet been finalized, the information contained in this announcement is only based on the information currently available. Publication of the Annual Results is scheduled to be made in late March 2024.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
New Media Lab Limited
Lee Yat Pui, Royce

Chief Executive Officer and Executive Director

Hong Kong, 23 February 2024

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. Wong Chi Fai
Mr. Lee Yat Pui, Royce
Ms. Fan Man Seung, Vanessa

Independent Non-executive Directors:

Ms. Cheng Ka Yu
Mr. Mak Kam Chiu
Mr. Niu Zhongjie