



# 新傳企劃有限公司 New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1284)

(於開曼群島註冊成立之有限公司)

(股份代號: 1284)

15 March 2024

Dear Registered Shareholder,

## Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, New Media Lab Limited (“**Company**”) will make available the corporate communications of the Company, which means any documents issued or to be issued by the Company for the information or action of any holders of its securities, including 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 (collectively “**Corporate Communication(s)**”), to its securities holders by electronic means and you may elect either:

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

The Company is making these arrangements with a view to increasing efficiency, cost-effectiveness and protecting the environment and accordingly recommends you to elect for the Email Notification and provide a valid email address to the Company.

To make your election, please mark (✓) in the appropriate box on the Reply Form overleaf, and fill in the necessary information and then sign and return it by email to [1284.ecom@hk.tricorglobal.com](mailto:1284.ecom@hk.tricorglobal.com) or by post or by hand to the Company c/o the Company’s Hong Kong Branch Share Registrar, Tricor Secretaries Limited (“**Hong Kong Branch Share Registrar**”) at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong. If you post the Reply Form within Hong Kong, you may use the mailing label at the bottom of the Reply Form and need not affix a stamp. Otherwise, please affix an appropriate stamp.

**If the Company does not receive the duly completed Reply Form from you (or another response from you indicating that you object to the Email Notification) and until you inform the Company otherwise by reasonable notice in writing to the Hong Kong Branch Share Registrar at the above address or email address, you will be implied to have consented, to have elected to receive electronic dissemination of Corporate Communication(s) and a printed Notification Letter of the publication of the Corporate Communication(s). In future, when the Company publishes any Corporate Communication(s) on the Websites, it will only send you a Notification Letter that the Corporate Communication has been made available on the Websites. The notification will be sent to you by email (if you have provided a valid email address) or by post (if you have not provided an email address or the email address is invalid) at your address as it appears in the Company’s register of members maintained by the Hong Kong Branch Share Registrar.**

You may at any time send your request in writing to the Company (c/o its Hong Kong Branch Share Registrar at the above address or by email to the above email address) to request for printed copies of the Corporate Communications. If you have received notification of the publication of the Corporate Communication(s) on the Websites and for any reason have difficulty in gaining access to the Corporate Communication(s) on the Websites, the Company will upon request send the Corporate Communication(s) to you in printed form free of charge. For the details of arrangement regarding request for printed copy of the Corporate Communications, please visit the Company’s website.

Please note that the English and Chinese versions of all future Corporate Communications will be available on the Websites. Should you have any queries in relation to this letter, please call the Hong Kong Branch Share Registrar 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.

Yours faithfully,  
New Media Lab Limited

各位登記股東：

### 以電子方式傳送公司通訊

根據香港聯合交易所有限公司證券上市規則第 2.07A 條，新傳企劃有限公司（「**本公司**」）將以電子方式向其證券持有人提供本公司已發出或將予發出之公司通訊，供證券持有人參照或採取行動，公司通訊文件包括但不限於 (a) 董事會報告、年度賬目連同核數師報告及（如適用）財務摘要報告；(b) 中期報告及（如適用）中期摘要報告；(c) 會議通告；(d) 上市文件；(e) 通函；及 (f) 委任代表表格（統稱「**公司通訊**」），而閣下可選擇：

- (1) 收取有關公司通訊於本公司網站 (<https://www.NewMediaLab.com.hk>) 及香港聯合交易所有限公司網站 (<https://www.hkexnews.hk>)（統稱「**該等網站**」）發佈的電郵通知（「**電郵通知**」）；或
- (2) 收取有關公司通訊於該等網站發佈的通知函印刷本（「**書面通知**」）。

本公司作出有關安排是為了提高效率及成本效益和保護環境，因此建議閣下選擇電郵通知並向本公司提供有效的電郵地址。

在行使上述選擇權時，請閣下於本函背頁的回條上適當的空格內劃上「✓」號，並在回條上填寫所需資料及簽名，然後把回條電郵至 [1284.ecom@hk.tricorglobal.com](mailto:1284.ecom@hk.tricorglobal.com) 或寄回或親身交回本公司之香港股份過戶登記分處卓佳秘書商務有限公司（「**香港股份過戶登記分處**」），地址為香港夏慤道16號遠東金融中心17樓。倘若閣下在香港投寄回條，可使用回條下方的郵寄標籤而毋須貼上郵票；否則，請貼上適當的郵票。

倘若本公司尚未收到閣下已填妥的回條（或表示反對電郵通知的另一回應），及直至閣下按上述地址或電郵地址向香港股份過戶登記分處發出合理時間的書面通知另作選擇為止，閣下將被默示同意選擇以電子方式收取公司通訊及公司通訊已茲發佈的書面通知印刷本。日後，當本公司於該等網站刊發任何公司通訊時，只會向閣下發送一封書面通知，告知閣下公司通訊已於該等網站發佈。該通知將以電郵發出（如閣下已提供有效電郵地址）予閣下或以郵寄方式（如閣下並未提供電郵地址或電郵地址無效）寄往閣下於香港股份過戶登記分處所存置的股東名冊上所示的地址。

閣下可隨時以書面通知本公司（經本公司之香港股份過戶登記分處上述地址或電郵地址發送）要求收取公司通訊之印刷本。倘若閣下已收到有關在該等網站上發佈公司通訊的通知，但因任何原因而難以在該等網站上查閱公司通訊，本公司將於收到閣下要求後免費寄上所要求之公司通訊印刷本。有關索取公司通訊印刷本之安排詳情，請瀏覽本公司網站。

敬請注意，日後所有公司通訊的中、英文版本將會在該等網站刊載。閣下若對此函有任何疑問，請在辦公時間（星期一至星期五上午9時至下午6時，香港公眾假期除外）內致電香港股份過戶登記分處 (852) 2980 1333 查詢。

新傳企劃有限公司  
謹啟

2024年3月15日

