



新傳企劃有限公司  
New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1284)

15 March 2024

Dear Non-registered Shareholder <sup>(Note)</sup>,

**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 via Hong Kong Securities Clearing Company Limited (“**HKSCC**”) (*No action is required if you have received this notification by email*).

To make your election, please contact your broker, custodian, nominee or other relevant person for the necessary arrangement and provide a valid email address (if applicable) to them. Such information will be provided to the Company via HKSCC.

**If the Company does not receive your valid email address via HKSCC, you will be implied to consent 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 via HKSCC) or by post (if you have not provided an email address or the email address is invalid) at your address as provided by HKSCC.**

You may at any time send your request in writing to the Company (c/o its 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 or by email to [1284.ecom@hk.tricorglobal.com](mailto:1284.ecom@hk.tricorglobal.com)) 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**

*Note:*

*This letter is addressed to Non-registered Shareholders of the Company. “Non-registered Shareholder” means such person or company whose shares in the Company are held in The Central Clearing and Settlement System and who has notified the Company from time to time through HKSCC to receive Corporate Communications. If you have sold or transferred your shares in the Company, please disregard this letter.*