

New Media Lab Limited – Biographies of Directors

WONG CHI FAI (Executive Director and Chairman)

Mr. WONG Chi Fai(黃志輝), an Executive Director of the Company and the Chairman of the Board. He is also the Chairman of the Executive Committee and a member of the Remuneration Committee of the Company as well as a director of certain subsidiaries of the Company. Mr. Wong joined the Group in June 1999 and is responsible for overseeing the financial management and advising on the business strategic planning and development of the Group. He has over 30 years of finance and management experience in different businesses ranging from media and publication, property investment and development, hotel and hospitality, watch and jewellery retailing, financial and securities services, wholesaling and retailing of furniture, cinema development and operation to entertainment production and investment as well as artiste management. He is currently a director of Emperor International Holdings Limited (Stock Code: 163), Emperor Entertainment Hotel Limited (Stock Code: 296), Emperor Watch & Jewellery Limited (Stock Code: 887), Emperor Culture Group Limited (Stock Code: 491), Emperor Capital Group Limited (Stock Code: 717) and Ulferts International Limited (Stock Code: 1711), all being listed members of Emperor Group. Mr. Wong is a Certified Public Accountant of the Hong Kong Institute of Certified Public Accountants and a fellow of the Association of Chartered Certified Accountants.

LEE YAT PUI, ROYCE (Executive Director and Chief Executive Officer)

Mr. LEE Yat Pui, Royce(李一培), an Executive Director of the Company and the Chief Executive Officer (“CEO”) of the Group. Mr. Lee joined the Group as consultant in October 2016 and became the CEO since January 2017. He was appointed as a Director in March 2021 and is responsible for overall management of the Group and planning the Group’s business and strategies. Mr. Lee is also a member of the Executive Committee of the Company as well as a director of certain subsidiaries of the Company. He has over 20 years of experience in marketing and brand management, and specialized in digital marketing. Mr. Lee had worked in Nestlé China Limited and Coca-Cola China Limited and was responsible for marketing. He subsequently took up directorship in a digital marketing company. Prior to joining the Group, he ventured into e-learning and founded a company aiming to apply digital technology to facilitate learning. He is also a director of Double Blossoms Limited, which is a company disclosed under the section headed “Directors’ and Chief Executives’ Interests in Securities” on page 20 of the 2023 annual report of the Company. Mr. Lee holds a Bachelor of Science and a Degree of Master in Philosophy from the Chinese University of Hong Kong.

FAN MAN SEUNG, VANESSA (Executive Director)

Ms. FAN Man Seung, Vanessa (范敏嫦), an Executive Director of the Company, the Chairperson of the Corporate Governance Committee and a member of the Executive Committee and the Nomination Committee of the Company as well as a director of certain subsidiaries of the Company. She joined the Group in June 1999 and is responsible for overseeing the overall corporate management and advising on the business strategies of the Group. Ms. Fan has over 35 years of corporate management experience in diversified businesses ranging from media and publication, property investment and development, hotel and hospitality, watch and jewellery retailing, financial and securities services, wholesaling and retailing of furniture, cinema development and operation to entertainment production and investment as well as artiste management. She is currently a director of Emperor International Holdings Limited (stock code: 163), Emperor Entertainment Hotel Limited (stock code: 296), Emperor Watch & Jewellery Limited (stock code: 887), Emperor Culture Group Limited (stock code: 491), Emperor Capital Group Limited (stock code: 717) and Ulferts International Limited (stock code: 1711), all being listed members of Emperor Group. Ms. Fan is a lawyer by profession in Hong Kong and a qualified accountant, and holds a Master's Degree in Business Administration.

CHENG Ka Yu (Independent Non-executive Director)

Ms. CHENG Ka Yu (鄭嘉裕) was appointed as an Independent Non-executive Director of the Company in June 2023. She is also the Chairperson of the Nomination Committee as well as a member of the Audit Committee and the Corporate Governance Committee of the Company. Ms. Cheng was admitted as a solicitor in Hong Kong in 1998 and is now a partner of P. C. Woo & Co, a solicitors firm. She was an independent non-executive director of Emperor International Holdings Limited (stock code: 163) from 2012 to 2021. She holds a Bachelor of Laws Degree from The University of Hong Kong.

MAK Kam Chiu (Independent Non-executive Director)

Mr. MAK Kam Chiu(麥錦釗) was appointed as an Independent Non-executive Director of the Company in June 2023. He is also the Chairman of the Audit Committee as well as a member of the Remuneration Committee and the Corporate Governance Committee of the Company. Mr. Mak has over 20 years of experience in financial management and internal audit. He has served as finance director and/or held management positions with various multinational corporations engaging in retailing and/or food and beverage industry. Mr. Mak is currently the finance director of Skechers Hong Kong Limited. He holds a Bachelor of Business Administration in Accountancy from the City University of Hong Kong and a Degree of Master of Business Administration from the Chinese University of Hong Kong. Mr. Mak is a fellow of the Association of Chartered Certified Accountants in Hong Kong and a fellow of the Hong Kong Institute of Certified Public Accountants.

NIU Zhongjie (Independent Non-executive Director)

Mr. NIU Zhongjie (牛鍾洁) was appointed as an Independent Non-executive Director of the Company in June 2023. He is also the Chairman of the Remuneration Committee as well as a member of the Audit Committee and the Nomination Committee of the Company. Mr. Niu has worked with various financial institutions and has extensive experience in equity capital markets. He is currently the responsible officer for type 4 (advising on securities) and type 9 (asset management) regulated activities of Vision Finance Asset Management Limited. He is also a director of Vision Finance International Company Limited and the responsible officer of the company to carry on type 1 (dealing in securities) and type 6 (advising on corporate finance) regulated activities. Mr. Niu is currently an independent non-executive director of Nanjing Sample Technology Company Limited (Stock Code: 1708), Peiport Holdings Limited (Stock Code: 2885) and Starlight Culture Entertainment Group Limited (Stock Code: 1159). He holds a Bachelor of Arts in Business Administration from Northeast Missouri State University, Missouri USA and a Degree of Master of Business Administration from The University of Hong Kong.