



# 新傳企劃有限公司 New Media Lab Limited

(於開曼群島註冊成立之有限公司 Incorporated in the Cayman Islands with limited liability)  
(股份代號 Stock Code: 1284)

## NOTIFICATION LETTER 書面通知

Dear Registered Shareholder(s),

13 September 2024

The following document(s) of New Media Lab Limited (“Company”) has/have been prepared in English and Chinese and is/are available 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”):-

- 2024 Interim Report

If you have not provided us with an email address but now would like to receive an email notification of the publication of the Corporate Communication(s)<sup>(Note)</sup> on the Websites instead of receiving printed notification letter in future or the email address is invalid, please complete 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.

You may at any time send your request in writing to the Company (c/o 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(ies) of the Corporate Communication(s), please visit the Company’s website.

If you have previously submitted written request to receive Corporate Communications in printed form, printed version of the above Corporate Communication(s) is/are enclosed herewith. Please be aware that any written request from a Shareholder to receive Corporate Communications in printed form will expire one year from the date of receipt of the valid written request by the Hong Kong Branch Share Registrar, unless it is revoked or superseded before the expiry date. A further written request will be required if a Shareholder wishes to continue receiving future Corporate Communications in printed form thereafter.

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: Corporate Communications include, but not limited to (a) the directors’ report, its annual accounts together with a copy of 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.*

各位登記股東：

新傳企劃有限公司（「本公司」）下述文件已以中、英文版本編制及於本公司網站（<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」）刊載:-

- 2024 中期報告

如閣下並未提供電郵地址或電郵地址無效，並現在希望日後收取有關公司通訊<sup>(附註)</sup>於該等網站發佈的電郵通知，以代替書面通知印刷本，請閣下填妥本函背面的回條，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。

閣下可以隨時以書面通知本公司（經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公司通訊在該等網站上發佈的通知，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的要求後免費寄上公司通訊之印刷本。有關索取公司通訊之印刷本安排之詳情，請瀏覽本公司網站。

若閣下曾提出書面要求收取公司通訊之印刷本，現隨函附上上述公司通訊之印刷本。請注意，股東任何以書面要求收取公司通訊之印刷本將由香港股份過戶登記分處接獲有效書面要求當日起一年後到期（除非在到期日前已被撤銷或取代）。如股東希望日後繼續收取公司通訊之印刷本，則須再作書面要求。

閣下若對本函有任何疑問，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9月13日

附註：「公司通訊」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。

