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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)

**CHANGE OF CHAIRMAN OF THE BOARD,  
APPOINTMENT OF EXECUTIVE DIRECTOR,  
RETIREMENT OF EXECUTIVE DIRECTOR  
AND  
CHANGE OF COMPOSITION OF BOARD COMMITTEES**

The Board announces that with effect from 1 April 2025:

- (1) Mr. Yeung Ching Loong, Alexander will be appointed as the Chairman of the Board, an Executive Director, the Chairman of the Executive Committee and a member of the Remuneration Committee; and
- (2) Mr. Wong Chi Fai will retire from the positions of the Chairman of the Board, an Executive Director, the Chairman of the Executive Committee and a member of the Remuneration Committee.

**I. APPOINTMENT OF EXECUTIVE DIRECTOR**

The board of directors (“**Board**” or “**Director(s)**”) of New Media Lab Limited (“**Company**”) is pleased to announce the appointment of Mr. Yeung Ching Loong, Alexander (“**Mr. Yeung**”) as the Chairman of the Board, an Executive Director, the Chairman of the Executive Committee (“**Executive Committee**”) and a member of the Remuneration Committee of the Company (“**Remuneration Committee**”) with effect from 1 April 2025.

Mr. Yeung, JP, aged 38, has years of experience in media and publication and a wide range of management experience in various businesses covering property investment and development, hotel operations, entertainment production and investment, artiste management, film production, investment and distribution, cinema development and operations, financial and securities services, retailing of watch and jewellery as well as retailing and wholesaling of furniture. He is currently a member of the 14th National Committee of the Chinese People’s Political Consultative Conference (“**CPPCC**”) and a member of the 14th Beijing Municipal Committee of the CPPCC. Mr. Yeung holds numerous voluntary public service positions, with a particular focus on youth development. He serves as committee member of All-China Youth Federation, vice chairman of Beijing Youth Federation and chairman of Hong Kong United Youth Exchange Foundation. Additionally, he is a member of Culture Commission, a member of Hong Kong Arts Development Council, a board member of Hong Kong Ocean Park Corporation and Acting Senior Asst. Commissioner (Youth) of Civil Aid Service of Hong Kong.

Mr. Yeung is currently an executive director and the vice chairman of the board of Emperor International Holdings Limited (Stock Code: 163), an executive director and the chairman of the boards of Emperor Culture Group Limited (Stock Code: 491) and Ulferts International Limited (Stock Code: 1711) and will be appointed as an executive director and the vice chairman of the board of Emperor Entertainment Hotel Limited (Stock Code: 296) on 1 April 2025, all being listed members of Emperor Group. As at the date of this announcement, within the meaning of Part XV of the Securities and Futures Ordinance (“**SFO**”), Mr. Yeung has deemed interest in 315,000,000 shares of the Company (“**Shares**”) (representing approximately 52.50% of the total issued Shares) which are indirectly held by First Trust Management AG in trust for a private discretionary trust of which Mr. Yeung is one of the eligible beneficiaries. He is a son of Dr. Yeung Sau Shing, Albert (“**Dr. Yeung**”) (being the founder of the said trust and a deemed substantial and controlling shareholder of the Company) and Ms. Luk Siu Man, Semon (being a deemed substantial and controlling shareholder of the Company by virtue of being the spouse of Dr. Yeung).

In accordance with the Articles of Association of the Company and the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”), Mr. Yeung shall hold office from his appointment date until the next following annual general meeting of the Company after his appointment, and shall then be eligible for re-election at that meeting; thereafter, he shall be subject to retirement by rotation at least once every 3 years at subsequent annual general meetings of the Company since his last re-election. Mr. Yeung is entitled to receive the current rate of Director’s fee of HK\$80,000 per annum, which was previously recommended by the Remuneration Committee and determined by the Board with reference to the market rate and the duties and responsibilities undertaken by him.

Save as disclosed above, as at the date of this announcement, Mr. Yeung does not (i) hold any other directorships in other listed public companies in the last 3 years; (ii) have any relationship with any Director, senior management or other substantial or controlling shareholder of the Company; and (iii) have any other interest in the Shares within the meaning of Part XV of the SFO.

Other than as aforesaid, the Board is not aware of any other information that is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules or any other matters that need to be brought to the attention of the shareholders of the Company in relation to the above appointment.

The Board believes that Mr. Yeung will make a significant contribution to the future development of the Company and would like to extend a warm welcome to Mr. Yeung for joining the Board.

## II. RETIREMENT OF EXECUTIVE DIRECTOR

The Board also announces with effect from 1 April 2025, Mr. Wong Chi Fai (“**Mr. Wong**”) will retire from the position of an Executive Director due to his desire to devote more time on his personal interests and affairs on reaching retirement age. Following his retirement, Mr. Wong will automatically cease to be the Chairman of the Board, the Chairman of the Executive Committee and a member of the Remuneration Committee starting from the same day.

Mr. Wong has confirmed that he has no disagreement with the Board and there is no matter relating to his retirement that needs to be brought to the attention of the shareholders of the Company.

The Board would like to extend its sincere gratitude to Mr. Wong for his devotion and tremendous contribution to the Group during his tenure of service and wish him the very best in his future retirement life.

By order of the Board  
**New Media Lab Limited**  
**Lee Yat Pui, Royce**  
*Chief Executive Officer and Executive Director*

Hong Kong, 3 February 2025

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