

New Media Lab Limited – Biographies of Directors

YEUNG CHING LOONG, ALEXANDER (Executive Director and Chairman)

Mr. YEUNG Ching Loong, Alexander (楊政龍), JP, 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. Mr. Yeung 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 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) ("**Emperor International**") and Emperor Entertainment Hotel Limited (Stock Code: 296) ("**Emperor E Hotel**"), an executive director and the chairman of the boards of Emperor Culture Group Limited (Stock Code: 491) ("**Emperor Culture**") and Ulferts International Limited (Stock Code: 1711) ("**Ulferts**"), all being listed members of Emperor Group.

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 has been 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 specialised 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 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 36 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, Emperor E Hotel, Emperor Watch & Jewellery Limited (stock code: 887), Emperor Culture, Emperor Capital Group Limited (stock code: 717) and Ulferts, 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 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 is an independent non-executive director of LH Group Limited (Stock Code: 1978). 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 Peiport Holdings Limited (Stock Code: 2885), Smart Digital Technology Group Limited (formerly known as Starlight Culture Entertainment Group Limited) (Stock Code: 1159) and Qian Xun Technology Limited (formerly known as Ruicheng (China) Media Group Limited) (Stock Code: 1640). He was an independent non-executive director of Nanjing Sample Technology Company Limited (Stock Code: 1708) from May 2019 to May 2024. 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.