



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 Non-registered Shareholder ^(Note 1),

12 September 2025

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**”):-

- 2025 Interim Report

If you have provided an email address via Hong Kong Securities Clearing Company Limited (“**HKSCC**”) to receive an email notification of the publication of the Corporate Communication(s) ^(Note 2) on the Websites instead of receiving printed notification letter in future but the email address is invalid, the printed notification will be sent to you by post at your address as provided by HKSCC.

You may at any time send your request in writing to the Company (c/o Hong Kong branch share registrar, Union Registrars Limited (“**Hong Kong Branch Share Registrar**”) at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King’s Road, North Point, Hong Kong or by email to 1284-corpcomm@unionregistrars.com.hk) 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from the date of receipt of the valid written request by the Hong Kong Branch Share Registrar, unless it is revoked or superseded before the expiry date.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) 2849 3399 during business hours from 9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
New Media Lab Limited

Notes:

- (1) 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.
- (2) Corporate Communications include, but not limited to (a) the directors’ report, its annual accounts together with a copy of auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位非登記股東 ^(附註 1) :

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:-

- 2025 中期報告

如閣下透過香港中央結算有限公司 (「**香港結算**」) 向本公司提供電郵地址以收取本公司公司通訊 ^(附註 2) 於該等網站發佈的電郵通知, 以代替日後書面通知印刷本, 但電郵地址無效, 本公司會將書面通知印刷本以郵寄方式寄往由香港結算提供閣下的地址。

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聯合證券登記有限公司 (「**香港股份過戶登記分處**」), 地址為香港北角英皇道 338 號華懋交易廣場 2 期 33 樓 3301-04 室或電郵至 1284-corpcomm@unionregistrars.com.hk) 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 5 時, 香港公眾假期除外) 內致電香港股份過戶登記分處 (852) 2849 3399 查詢。

新傳企劃有限公司
謹啟

2025年9月12日

附註:

- (1) 本函乃向本公司之非登記股東發出。「非登記股東」指該等持有本公司股份並存放於中央結算及交收系統的人士或公司, 並已透過香港結算不時向本公司發出通知, 表示欲收取公司通訊。如閣下已經出售或轉讓所持有之本公司股份, 則毋須理會本函。
- (2) 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; (b) 中期報告; (c) 會議通告; (d) 上市文件; (e) 通函; 及 (f) 委任代表表格。