



新傳企劃有限公司
New Media Lab Limited
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1284)

Shareholders' Communication Policy

1. PURPOSE

- 1.1 This Shareholders' Communication Policy ("**Policy**") sets out the strategies, practices and commitment of New Media Lab Limited ("**Company**") for maintaining on-going and effective communication with shareholders, both individual and institutional (collectively "**Shareholders**"), and in appropriate circumstances, the investment community at large.
- 1.2 For the purpose of this Policy, investment community includes potential investors of the Company's securities, analysts and securities market professional.

2. GENERAL POLICY

- 2.1 The board of directors of the Company ("**Board**") shall maintain an on-going dialogue with Shareholders and the investment community and is aimed at establishing a two-way relationship and communication between the Company and its Shareholders.
- 2.2 The Company is committed to:
- (i) providing Shareholders and the investment community with ready and timely access to accurate, complete, clear and understandable information about the Company to enable them to make an informed investment or investment-related decision; and
 - (ii) maintaining an open and regular dialogue with Shareholders and the investment community through an effective corporate communication system that provides regular and timely public disclosure of the latest developments and strategies of the Company and its subsidiaries through different channels.

- 2.3 The Company shall comply with all relevant laws, rules and regulations in all communications with Shareholders and the investment community.

3. COMMUNICATIONS STRATEGIES

- 3.1 In order to facilitate communication with Shareholders and the investment community, the Company has established various communication channels as follows:

Corporate Communications¹

- 3.2 Corporate Communications will be made available to Shareholders in plain language and in both English and Chinese versions (as required under the Rules Governing the Listing of Securities (“**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”)) via the websites of the Stock Exchange and the Company to facilitate Shareholders’ understanding. Shareholders may send a written request for printed copies of the Corporate Communications.
- 3.3 Shareholders may send over inquiries via email to the Company in order to facilitate effective communications.

Company Website

- 3.4 Information on the Company’s website (www.NewMediaLab.com.hk) is updated on a regular basis. A dedicated Investor Relations section is available on the Company’s website with general information about the Company and its operations, all Corporate Communications and details of the Company’s corporate governance and sustainability matters.
- 3.5 Documents uploaded by the Company to the Stock Exchange is also posted on the Company’s website thereafter. Such information includes financial statements, announcements, results announcements, circulars and notices of general meetings and other documents as required by the Listing Rules and any other relevant laws and regulations. The aforesaid documents shall be maintained on the Company’s website for at least 5 years from the date of publication.

¹ “**Corporate Communication**” refers to any document issued or to be issued by the Company for the information or action of holders of any of the Company’s securities, including the directors’ report and annual accounts together with auditor’s report, annual and interim reports, notice of meeting, listing document, circular and proxy form.

- 3.6 Upon the release of financial results, the latest corporate presentation will be uploaded on the Company's website so that the stakeholders can be well informed of the latest development of the Company.

Communication with Investment Community

- 3.7 The Company will communicate with the investment community in the forms of meetings, media interviews, conferences and roadshows (both domestic and international) on a regular basis.
- 3.8 The Board and employees who have contacts or dialogues with investors, analysts, media or other interested outside parties are required to observe the "Systems and Procedures on Disclosure of Inside Information" adopted by the Company.

Shareholders' Meetings

- 3.9 The Board endeavours to maintain an ongoing dialogue with Shareholders and, in particular, to use annual general meetings and other general meetings to communicate with Shareholders directly.
- 3.10 Board members, in particular, Chairperson / Chairmen of Board committees or their delegates, appropriate management executives, external auditors and professional advisors (as appropriate) will attend general meetings where the Shareholders can express comments, ask questions and exercise their influence by voting on the issues set out in the agenda.
- 3.11 Shareholders are encouraged to participate in general meetings or to appoint proxies to exercise their right to speak, discuss the business activities of the Company in so far as they are relevant to the resolutions under consideration, and vote at meetings for and on their behalf if they are unable to attend the meetings.
- 3.12 The process of the Company's general meeting will be monitored and reviewed on a regular basis, and, if necessary, changes will be made to ensure that Shareholders' needs are best served.

Shareholders' Enquiries

- 3.13 Shareholders' enquiries and requests relating to their shareholdings and any interest associated with the holding of shares of the Company can be sent in writing to the Company's Hong Kong branch share registrar.
- 3.14 Shareholders and the investment community can, at any time, make a request for the Company's information to the extent such information is publicly available to the Investor Relations Department as follows:-

Investor Relations Department
New Media Lab Limited
28th Floor, Emperor Group Centre,
288 Hennessy Road, Wanchai, Hong Kong
Email: ir1284@EmperorGroup.com

4. SHAREHOLDER PRIVACY

- 4.1 The Company recognizes the importance of Shareholders' privacy and is committed to safeguarding and protecting their personal data in compliance with applicable data protection laws. The Company will not disclose Shareholders' information without their consent, unless required by law to do so.

5. REVIEW OF THIS POLICY

- 5.1 This Policy will be reviewed by the Board at least annually to ensure its effectiveness.