



# 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 April 2026

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 Annual Report
- Circular dated 13 April 2026 in relation to (1) Proposals for (A) Re-election of Directors and (B) General Mandates to Issue New Shares and Buy Back Shares; and (2) Notice of Annual General Meeting
- Form of Proxy (Annual General Meeting – 14 May 2026)

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-corpcomm@unionregistrars.com.hk](mailto:1284-corpcomm@unionregistrars.com.hk) or by post or by hand to the Company c/o the Company’s 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. 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 copy(ies) of the Corporate Communication(s). 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 Communication(s) 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 Communication(s) 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 Communication(s) in printed form thereafter.

The 2025 Environmental, Social and Governance Report is published in electronic form only on the Websites. You may access it on the Websites. If you wish to receive its printed version, you may send your written request to the Company c/o the Hong Kong Branch Share Registrar by mail at the above address or by email to [1284-corpcomm@unionregistrars.com.hk](mailto:1284-corpcomm@unionregistrars.com.hk).

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

Note: 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:-

- 2025 年報
- 日期為 2026 年 4 月 13 日有關(1)建議(A)重選董事及(B)發行新股份及回購股份之一般授權；及(2)股東週年大會通告之通函
- 委任代表表格（股東週年大會 – 2026 年 5 月 14 日）

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-corpcomm@unionregistrars.com.hk](mailto:1284-corpcomm@unionregistrars.com.hk) 或寄回或親身交回本公司之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。倘若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。

2025 環境、社會及管治報告僅以電子形式登載於該等網站。閣下可在該等網站瀏覽該報告。閣下如希望收取其印刷本，請將閣下之書面要求透過上述地址郵遞經香港股份過戶登記分處轉交本公司或電郵至 [1284-corpcomm@unionregistrars.com.hk](mailto:1284-corpcomm@unionregistrars.com.hk)。

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

2026年4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；(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。

