



新傳企劃有限公司
New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1284)

Announces 2023 Interim Results

Results Summary

HK\$'000 (Unaudited)	For the six months ended 30 June	
	2022	2023
Total revenue	104,921	101,732
Digital advertising	98,726	97,082
Others*	6,195	4,650
Net profit	10,798	3,308
Adjusted net profit**	10,042	7,291
Basic earnings per share	HK2.40 cents	HK0.74 cent

* Others represents revenue from print advertising and circulation

** Adjusted net profit represents the net profit excluding the listing expenses and one-off income, which reflects the Group's core operating performance

(Hong Kong, 29 August 2023) — **New Media Lab Limited** (“New Media Lab” or the “Group”, Stock Code: 1284.HK), a renowned digital media flagship group in Hong Kong, announced its interim results for the six months ended 30 June 2023 (the “Period”).

During the Period, despite the recovery of market momentum after the reopening of the border between Hong Kong and mainland China, the global business environment abounded with uncertainties and market competition remained fierce, the Group's total revenue therefore decreased slightly to HK\$101.7 million (2022: HK\$104.9 million). Revenue from digital advertising was HK\$97.1 million (2022: HK\$98.7 million) and remained a key revenue contributor, accounting for 95.5% (2022: 94.1%) of the Group's total revenue. The Group's net profit was HK\$3.3 million (2022: HK\$10.8 million). The decline was primarily due to the decline in total revenue and a one-off income of HK\$3.8 million recorded in the same period last year. The adjusted net profit excluding the listing expenses and one-off income was HK\$7.3 million (2022: HK\$10.0 million), which reflected the Group's core operating performance. Basic earnings per share was HK0.74 cent (2022: HK2.40 cents).

As at 30 June 2023, the bank borrowings of the Group were HK\$8.0 million (31 December 2022: HK\$21.0 million), and hence its gearing ratio (calculated on the basis of the total debts over total equity) decreased to 13.9% (31 December 2022: 31.1%).

Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab, said, “We believe the development of the digital advertising market will centre around the use of machine learning tools. Hence, we plan to strengthen the Group’s technological infrastructure through applying AI and machine learning models in the back-end operations of its platforms. We are also aware of the increasing reliance on data analytics in the digital advertising industry with rapid advancement of technology; we will enhance the precision of identifying target audiences for advertisers, and optimising the effectiveness of the advertising solutions, which will in turn solidify the clientele and strengthening the market presence.”

Mr. Lee concluded, “Facing a rapid change of technological environment, the Group will carefully monitor market trends, in order to respond quickly and appropriately to changes. The Group is optimistic regarding the growth prospects for the digital advertising market in the long run, and is actively assessing growth strategies and identifying value-creating opportunities.”

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About New Media Lab Limited

New Media Lab is a renowned digital media flagship group in Hong Kong, providing one-stop integrated advertising solutions to brand owners and advertising agencies through a number of digital media platforms. The Group currently operates nine media brands, including “**Weekend Weekly**”, “**Oriental Sunday**”, “**Economic Digest**”, “**New Monday**”, “**More**”, “**GOtrip**”, “**Sunday Kiss**”, as well as two more recently introduced brands – “**SSwagger**” and “**Madame Figaro**”. Each brand has its individual focus covering dining and local attractions, gourmet and gastronomy, fashion and beauty, travel, entertainment news, kids and parenting, electronic gadgets and gaming, finance and investment, as well as designer and luxury labels. For more information, please visit its website: www.NewMediaLab.com.hk.

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