

A Renowned Digital Media Flagship Group in Hong Kong

Company Profile

Currently, the Group operates **9 media brands** as below:

4 Long-established Brands

新假期

Specialises in providing lifestyle content ranging from topical dining trends and discoveries around town to best dining and shopping offers, tips and recommendations; Weekend Weekly JetSo specialises in providing latest information on local consumption and dining, as well as places to go

Offers up-to-date entertainment gossip news of artists and celebrities' activities and providing updates on developments in the entertainment industry



Provides content on the latest social trends, covering topics such as online shopping, online games, electronic gadgets, sports trend, fashion, entertainment news and beauty tips

Provides the latest information on economics, investment, financial markets and personal finance, with major target audience comprising professional investors, white collars and general public who follow investment and financial markets



3 Popular Brands



Provides comprehensive travel information and suggested itineraries ranging from local excursions, staycation to global destinations

Targets a female audience with coverage of topics including fashion, skincare, makeup, nutritious menus for healthy diets and wedding planning



Targets young parents with coverage of the latest trends in child-care, parenting and education, as well as shopping tips

2 Recent Brands



Targets GenZ community with content coverage of active and sustainable lifestyle, music and dance, as well as art and creative design trends

An upmarket, prestigious platform covering fashion and beauty, aiming to capture the luxury market



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Competitive Strengths

1 Strong digital presence reaching millions of audience and brand recognition

9 Websites

7 Mobile Applications

10 Facebook Fanpages



10 Instagram Profiles



3 Xiaohongshu Profiles



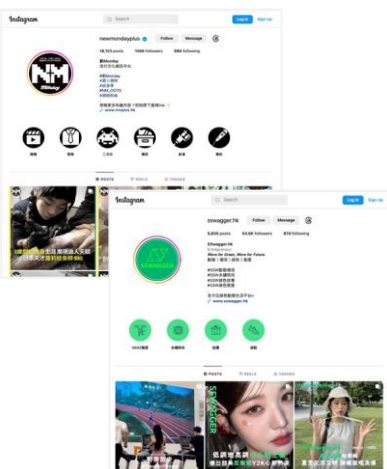
Websites



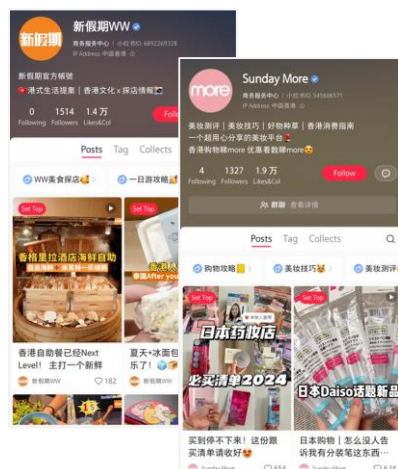
Mobile Applications



Facebook Fanpages



Instagram Profiles



Xiaohongshu Profiles

②

Competitive Strengths

2 Diversified and strong audience base to attract advertising clients with different target audience

9 media brands with dedicated content pillars covering a broad spectrum of area of interests:

Dining and local attractions

Gourmet and gastronomy

Fashion and beauty

Travel

Entertainment news

Kids and parenting

Electronic gadgets and gaming

Finance and investment

Designer and luxury labels

3 Capability of offering broad range of advertising products and services and tailor-made solutions to clients

Offers a wide spectrum of advertising products and integrated services to advertisers on various media platforms:

- Display banners
- Advertorials and reviews
- Social newsfeeds
- Creative production
- Strategic services such as SEO and segment marketing

4 Long-established history and well-established relationships with clients across different industries

新假期

1999 first published
"Weekend Weekly"

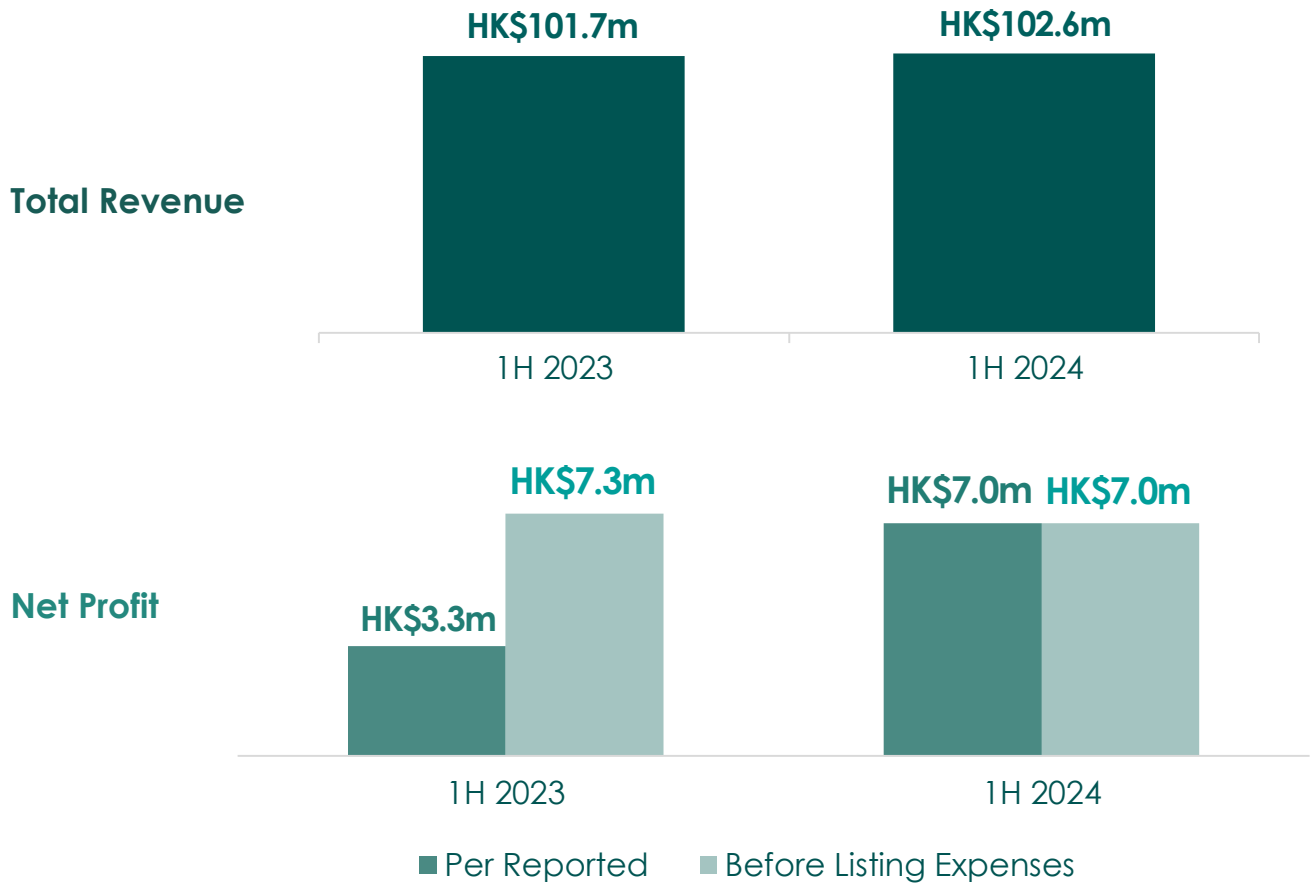


2000 first published
"New Monday"



2001 first published
"Oriental Sunday" and its
supplementary booklet "More"

Financial Summary



New Media Lab declared an interim dividend of HK1.67 cents per share for 1H2024.

Revenue Breakdown

	FY2023		1H2023		1H2024	
	HK\$'000	Mix (%)	HK\$'000	Mix (%)	HK\$'000	Mix (%)
Digital Advertising	211,534	95.8	97,082	95.4%	99,013	96.5
Print Advertising & Circulation	9,351	4.2	4,650	4.6%	3,605	3.5
Total Revenue	220,885	100.0	101,732	100.0	102,618	100.0

Cost Analysis

% of Total Revenue	FY2023	1H2023	1H2024
Employee Benefit Expense	45.7%	48.0%	49.2%
Production Cost	24.9%	24.9%	25.4%
Printing Cost	1.3%	1.3%	1.2%

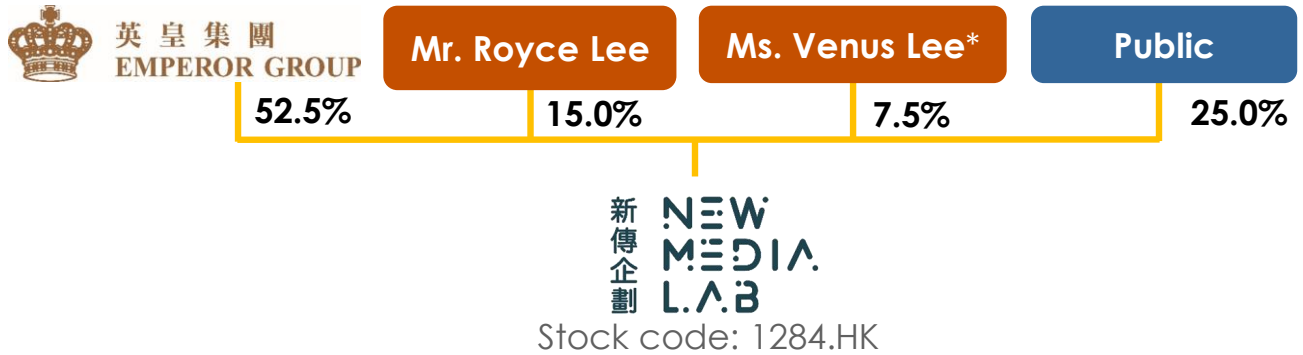
Major Financial Ratios

HK\$'000	As at 31 Dec 2023	As at 30 June 2024
Return on Equity	7.2%	3.5%
Return on Total Assets	5.0%	2.4%
Current / Quick Ratio	5.9x	5.4x
Gearing Ratio	0.4%	Nil

Key Balance Sheet Positions

HK\$'000	As at 31 Dec 2023	As at 30 June 2024
Cash and Cash Equivalents	142,738	156,810
Pledged Bank Deposits	800	800
Trade Receivables	62,663	55,702
Right-of-use Assets	52,086	47,149
Bank Borrowings	Nil	Nil

Shareholding Structure



* Ms. Venus Lee is the managing director of one of the business units

Future Strategies

Pursue growth with acquisitions and/or strategic alliance

Explore opportunities for mergers and acquisitions and/or strategic alliances with other media or e-commerce players

Expand product lines and client base and explore opportunities in specific industry verticals

Further expand product lines to cater for diversified needs of different advertisers, such as online finance and banking areas

Enhance data collection and analytical capabilities through the development of e-commerce solution platform

Enhance capabilities in collecting, storing and analyzing data and to increase the varieties and dimensions of the data we can collect

Unleash potential by enhancing productivity

Upgrade content monitoring system by developing and implementing a media content management system

Continual investment in technological infrastructure and recruitment of talent

Strengthen technological infrastructure through applying AI and machine learning models in the back-end operations of the platforms

Clientele



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