



新傳企劃有限公司  
New Media Lab Limited

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

**Announces 2024 Annual Results  
Final Dividend Doubles to HK2.5 Cents**

**Financial Summary**

	For the year ended 31 December	
	2024 HK\$'000	2023 HK\$'000
Total revenue	207,227	220,885
<i>Digital advertising</i>	199,290	211,534
<i>Print advertising and circulation</i>	7,937	9,351
Net profit	13,491	14,525
Basic earnings per share	HK2.2 cents	HK2.8 cents
Final dividend per share	HK2.5 cents	HK1.2 cents

(Hong Kong, 27 March 2025) — **New Media Lab Limited** (“New Media Lab” or “Group”, Stock Code: 1284.HK), a renowned digital media flagship group in Hong Kong, announced its annual results for the year ended 31 December 2024 (“Year”).

Due to the weak market sentiment, the Group’s total revenue inevitably decreased to HK\$207.2 million (2023: HK\$220.9 million) during the Year. Revenue from digital advertising was HK\$199.3 million (2023: HK\$211.5 million) and remained a key revenue contributor, accounting for 96.2% (2023: 95.8%) of the Group’s total revenue. The Group’s net profit was HK\$13.5 million (2023: HK\$14.5 million). The basic earnings per share was HK2.2 cents (2023: HK2.8 cents). The Group has recommended the payment of a final dividend of HK2.50 cents per share. Together with the interim dividend of HK1.67 cents per share, the total dividends for the full year are HK4.17 cents per share.

As at 31 December 2024, the Group did not have any bank borrowings (2023: nil).

**Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab**, said, “In the face of changing consumption patterns and an unstable market situation, the Group expects that overall advertising expenditure of advertisers will remain tight. The Group will promptly react to market changes and take appropriate measures to improve its overall operating efficiency. The Group will continue devoting resources by adding digital platform talents, innovations and technologies, to meet the rising demand for digital advertising solutions and further expand its market presence. Nevertheless, considering catalysts such as pick-up in foot traffic after the resumption of the multiple-entry Individual Visit Scheme for Shenzhen permanent residents and the increase of disposal income after several United States interest rate cuts in the past six months, the Group remains positive regarding capturing the opportunities from the market momentum revival, and is confident regarding the long-term growth prospects of online advertising solutions.”

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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**”, “**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](http://www.NewMediaLab.com.hk).

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