

New Media Lab Limited (“Company”) together with its subsidiaries (collectively referred to as “Group”) is a digital media flagship group, providing one-stop integrated advertising solutions to brand owners and advertising agencies through several digital media platforms. The shares of the Company were listed on the Main Board of The Stock Exchange of Hong Kong Limited on 17 July 2023.

RESULTS

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 ended 31 December 2024 (“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 cents¹). 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.

MARKET REVIEW

During the Year, market uncertainties arising from factors such as geopolitical tensions, global monetary policy and the pace of the United States interest rate cuts continued to impact the local business environment. The changes in the consumption patterns of Hong Kong’s inbound visitors and domestic consumers, and the relatively strong Hong Kong dollar continued to pose challenges to the local consumption market. Advertisers in various sectors generally experienced a tough business cycle. They tended to remain cautious regarding their advertising spending, and sought tailor-made, cost-effective marketing campaigns. Hence, the media business became fiercely competitive.

BUSINESS REVIEW

The Group has established its online business since 2011, and 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 dedicated content pillars covering dining and local attractions, gourmet and gastronomy, fashion and beauty, travel, wellness and entertainment, kids and parenting, electronic gadgets and gaming, finance and investment, as well as designer and luxury labels. The target positions of each media brand are as follows:

“Weekend Weekly” – Specialises in providing lifestyle content ranging from topical dining trends and discoveries around town to best dining and shopping offers, tips and recommendations, to meet the demands of people from all walks of life.

“Oriental Sunday” – A comprehensive wellness and entertainment information platform providing health and wellness tips from specialists of various medical fields, practical household consumption advice and latest entertainment and celebrity news.

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

“New Monday” – 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.

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

“GOtrip” – Provides comprehensive travel information and suggested itineraries ranging from local excursions, staycation to global destinations.

“Sunday Kiss” – Targets young parents with coverage of the latest trends in child-care, parenting and education, as well as shopping tips.

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

“Madame Figaro” – An upmarket, prestigious platform covering fashion and beauty, aiming to capture the luxury market.

Strong Market Presence with Extensive Coverage

As of 31 December 2024, the Group had 9 media brands, covering 9 websites, 10 fanpages on Facebook, 10 profiles on Instagram and 3 profiles on RedNote. The Group has a strong digital presence with millions of subscribers who follow its contents on the websites, mobile apps and third-party social media platforms. This social media engagement creates an ideal platform for advertisers to communicate with and collect feedback from their current and potential consumers and broaden their reach.

Subsequent to the Year, the Group received several accolades in the 9th Media Convergence Awards, organised by Hong Kong Association of Interactive Marketing, in recognition of its efforts and excellence in using technology to transform and innovate in the delivery of news and information. “*Economic Digest*” received four awards, namely “Overall — Gold Award” and “Social Media — Gold Award”, “Mobile Applications — Gold Award” and “Website — Silver Award”, all under the Magazine category. “*Weekend Weekly*” received three awards, namely “Social Media — Silver Award” and “Overall — Bronze Award” under the Online Media category, as well as the “Overall Lifestyle and Leisure Information Award”. “*New Monday*” received “Overall Lifestyle and Leisure Information Award”.

Broad Range of Advertising Products and Services

The Group offers a wide spectrum of advertising products and integrated services on various media platforms including display banners, advertorials and reviews and social newsfeeds, along with creative production and strategic services such as search engine optimisation (SEO) and segment marketing. The Group has an in-house platform team dedicated to analysing audience behaviour on the Group’s media platforms via analytic tools for gaining insights into the behaviour and preferences of target audiences.

Well-established Relationships with Clients Across Different Industries

The Group has been engaged in the media industry in Hong Kong for over 20 years and is renowned for its popular flagship media brands including “*Oriental Sunday*”, “*Weekend Weekly*”, “*New Monday*” and “*Economic Digest*”. With a long history in the advertising business in the print media and an early entry into the digital marketing business, the Group has established an extensive client network. The Group’s diverse client portfolio ranges from 4A’s and non-4A’s advertising agencies, multinational corporations and brand owners to small and medium-sized enterprises, covering a large variety of business sectors.

PROSPECTS

In the face of changing consumption patterns and an unstable market situation, the Group expects that overall advertising expenditure of advertisers will remain tight. Advertisers are altering their advertising strategies and promotional channels. 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 the 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, as well as the numerous stimulus measures launched by the Central Government and local government, 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.

FINANCIAL REVIEW

Capital Structure, Liquidity and Financial Resources

Cash and cash equivalents of the Group as at 31 December 2024 amounted to HK\$150.0 million (2023: HK\$142.7 million), and were mainly denominated in Hong Kong dollars. As at 31 December 2024, the Group did not have any bank borrowings (2023: Nil). The strong liquidity position enables the Group to retain high flexibility for future development.

As at 31 December 2024, the Group's current assets and current liabilities were approximately HK\$213.1 million (2023: HK\$212.7 million) and HK\$38.7 million (2023: HK\$36.2 million), respectively. Current ratio and quick ratio of the Group were 5.5 (2023: 5.9) and 5.5 (2023: 5.9), respectively.

In view of the Group's financial position as at 31 December 2024, the Board considered that the Group had sufficient working capital for its operations and future development plans.