



新傳企劃有限公司
New Media Lab Limited

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

Announces 2025 Interim Results

Financial Summary

	For the six months ended 30 June	
	2025 HK\$'000	2024 HK\$'000
Total revenue	91,265	102,618
<i>Digital advertising</i>	88,236	99,013
<i>Print advertising and circulation</i>	3,029	3,605
Net profit	5,893	7,022
Basic earnings per share	HK0.98 cent	HK1.17 cents
Interim dividend per share	HK1.67 cents	HK1.67 cents

(Hong Kong, 26 August 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 interim results for the six months ended 30 June 2025 (“Period”).

Due to the weak market sentiment, the Group's total revenue inevitably decreased to HK\$91.3 million (2024: HK\$102.6 million) during the Period. Revenue from digital advertising was HK\$88.2 million (2024: HK\$99.0 million) and remained a key revenue contributor, accounting for 96.7% (2024: 96.5%) of the Group's total revenue. The Group's net profit was HK\$5.9 million (2024: HK\$7.0 million). The basic earnings per share was HK0.98 cent (2024: HK1.17 cents). The Group declared an interim dividend of HK1.67 cents (2024: HK1.67 cents) per share for the Period.

As at 30 June 2025, the Group did not have any bank borrowings (31 December 2024: Nil), and was in a net cash position.

Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab, said, “The macroeconomic landscape will remain fraught with uncertainties, and the local property market and retail sentiment will remain under pressure in the near term. Currently, advertisers are generally adopting a conservative approach to their advertising budgets, and are adjusting their strategies to accommodate the current market conditions. The Group will therefore continue with a cautious yet pragmatic approach for business development. Going forward, digital advertising will be a future growth driver in the advertising industry. 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. Meanwhile, the Group will utilise the diversity of its media brands and implement appropriate strategies to seize market opportunities.”

- End -

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.

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