

[For Immediate release]



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 Annual Results

### Financial Summary

	For the year ended 31 December	
	2025 HK\$'000	2024 HK\$'000
Total revenue	189,787	207,227
<i>Digital advertising</i>	183,341	199,290
<i>Print advertising and circulation</i>	6,446	7,937
Net profit	12,743	13,491
Basic earnings per share	HK2.1 cents	HK2.2 cents
Final dividend per share	HK2.5 cents	HK2.5 cents

(Hong Kong, 19 March 2026) — **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 2025 (“Year”).

Due to the weak market sentiment, the Group’s total revenue decreased to HK\$189.8 million (2024: HK\$207.2 million) during the Year. Revenue from digital advertising was HK\$183.3 million (2024: HK\$199.3 million) and remained a key revenue contributor, accounting for 96.6% (2024: 96.2%) of the Group’s total revenue. The Group’s net profit was HK\$12.7 million (2024: HK\$13.5 million). The basic earnings per share was HK2.1 cents (2024: HK2.2 cents). The Group has recommended the payment of a final dividend of HK2.5 cents (2024: HK2.5 cents) per share. Together with the interim dividend of HK1.67 cents (2024: HK1.67 cents) per share, the total dividends for the full year are HK4.17 cents (2024: HK4.17 cents) per share.

During the Year, “**SSwagger**” achieved an encouraging multi-fold revenue growth, demonstrating its enormous market opportunities. Advertisers fully utilised “**SSwagger**” by taking advantage of its unique market edge of lifestyles and modern trends.

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

**Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab**, said, “Facing the uncertain economic outlook, the Group expects the operating environment will remain challenging, with consumption sentiment staying cautious. The Group will therefore maintain stringent financial discipline and a prudent management philosophy. Meanwhile, the Group will continue enhancing resources by adding digital platform talents, innovations and technologies, to meet the rising demand for digital advertising solutions, and further expand its market presence. As AI applications are commonly used in a variety of industries, the Group will optimise the benefits by leveraging on AI in consumer engagements and content productions. With ever-increasing penetration of digital devices and internet connectivity, digital advertising will certainly be the key market growth driver. The Group will utilise the diversity of its media brands, enabling advertisers to seize unprecedented opportunities for reaching vast audiences.”

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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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