[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 2026 Interim Results

Financial Summary

	For the six months ended 30 June	
	2026 HK$'000	2025 HK$'000
Total revenue	**85,842**	91,265
Digital advertising	***83,246***	*88,236*
Print advertising and circulation	***2,596***	*3,029*
Net profit	**4,210**	5,893
Basic earnings per share	**HK0.70 cents**	HK0.98 cents
Interim dividend per share	**HK1.40 cents**	HK1.67 cents

(Hong Kong, 26 August 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 interim results for the six months ended 30 June 2026 ("Period").

Due to an unfavourable market sentiment, the Group's total revenue decreased to HK$85.8 million (2025: HK$91.3 million) during the Period. Revenue from digital advertising was HK$83.2 million (2025: HK$88.2 million) and remained a key revenue contributor, accounting for 97.0% (2025: 96.7%) of the Group's total revenue. The Group's net profit was HK$4.2 million (2025: HK$5.9 million). The basic earnings per share was HK0.70 cents (2025: HK0.98 cents). The Group declared an interim dividend of HK1.40 cents (2025: HK1.67 cents) per share for the Period.

The Group has recently introduced two media brands, namely ***Healthy Days*** and ***JEZZ***. ***Healthy Days*** is a comprehensive health and wellness platform focusing on middle-aged health and family needs, transforms professional medical knowledge into practical advice covering disease prevention, nutrition and family care, while ***JEZZ*** connects audiences with curated merchants, transforms everyday dining and shopping offers into lifestyle inspiration.

As at 30 June 2026, the Group did not have any bank borrowings (2025: Nil), and was in a net cash position.

Mr. Royce Lee, Executive Director & Chief Executive Officer of New Media Lab, said, "Going forward, digital advertising will certainly be the key market growth driver. Nevertheless, the Group will maintain stringent financial discipline and a prudent management philosophy amid the complex environment. The Group expects that artificial intelligence (AI) will accelerate creative, innovation and marketing campaign opportunities, and will therefore continue devoting resources for driving technological advancements. It will also explore market opportunities further by facilitating collaborative campaigns among the advertisers. Leveraging its experienced management team and diversified media brands, the Group will continue to enhance consumer engagements and content production by wider application of automation and AI in campaign management, aiming to further expand its market presence."

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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 11 media brands, including "***Weekend Weekly***", "***Oriental Sunday***", "***Economic Digest***", "***New Monday***", "***More***", "***GOtrip***", "***Sunday Kiss***", "***Healthy Days***", "***JEZZ***", "***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, health and wellness, best buy, as well as designer and luxury labels. For more information, please visit its website: www.NewMediaLab.com.hk.

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