新傳企劃有限公司
New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1284)

A Renowned Digital Media Flagship Group in Hong Kong

Company Profile

Currently, the Group operates **11 media brands** as below:

新假期	Specialises in providing lifestyle content ranging from topical dining trends and discoveries around town to best dining and shopping offers, tips and recommendations
東方新地 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
EDIGEST 經	Provides the latest information on economics, investment, financial markets and personal finance, with major target audience comprising professional investors, white collars and general public who follow investment and financial markets
TOTAL SOLUTION MEDIA PLATFORM NM 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
GOtrip gotrip.hk	Provides comprehensive travel information and suggested itineraries ranging from local excursions, staycation to global destinations
more sunday	Targets a female audience with coverage of topics including fashion, skincare, makeup, nutritious menus for healthy diets and wedding planning
sunday KISS	Targets young parents with coverage of the latest trends in child-care, parenting and education, as well as shopping tips
日日健康 HEALTHY DAYS	A comprehensive health and wellness platform focusing on middle-aged health and family needs, transforming professional medical knowledge into practical advice covering disease prevention, nutrition and family care
JEZZ 點子生活	Connects audiences with curated merchants, transforms everyday dining and shopping offers into lifestyle inspiration
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 HONG KONG	An upmarket, prestigious platform covering fashion and beauty, aiming to capture the luxury market

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Competitive Strengths

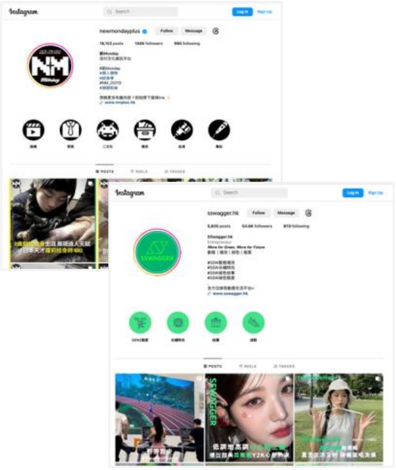
1 Strong digital presence reaching millions of audience and brand recognition

11 Websites	**7** Mobile Applications	**9** Facebook Fanpages
11 Instagram Profiles	**10** Threads Profiles	**4** RedNote Profiles

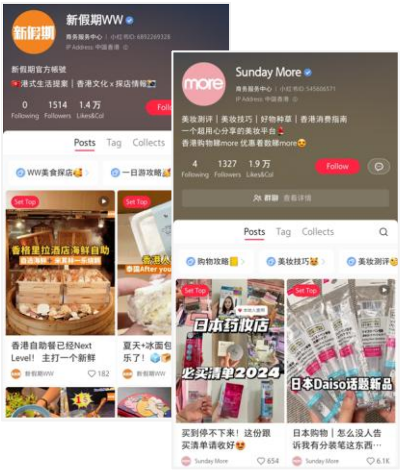
Websites

Mobile Applications

Facebook Fanpages



Instagram Profiles



RedNote Profiles

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Competitive Strengths

2 Diversified and strong audience base to attract advertising clients with different target audience

11 media brands with dedicated content pillars covering a broad spectrum of area of interests:

Dining and local attractions	Gourmet and gastronomy	Fashion and beauty
Travel	Entertainment	Kids and parenting
Electronic gadgets and gaming	Finance and investment	Health and Wellness
Best buy	Designer and luxury labels	

3 Capability of offering broad range of advertising products and services and tailor-made solutions to clients

Offers a wide spectrum of advertising products and integrated services to advertisers on various media platforms:

- Display banners
- Advertorials and reviews
- Social newsfeeds
- Creative production
- Strategic services such as SEO and segment marketing

4 Long-established history and well-established relationships with clients across different industries

新假期

1999 first published "Weekend Weekly"

TOTAL SOLUTION MEDIA PLATFORM NM Monday

2000 first published "New Monday"

東方新地 oriental sunday

sunday more

2001 first published Oriental Sunday" and its supplementary booklet "More"

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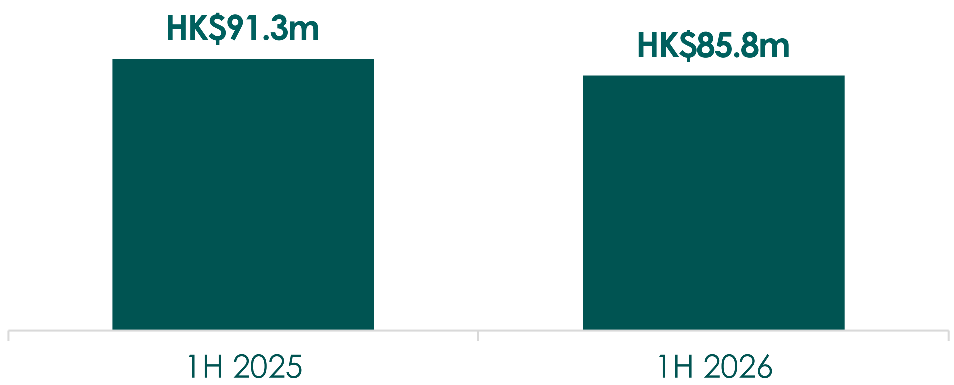
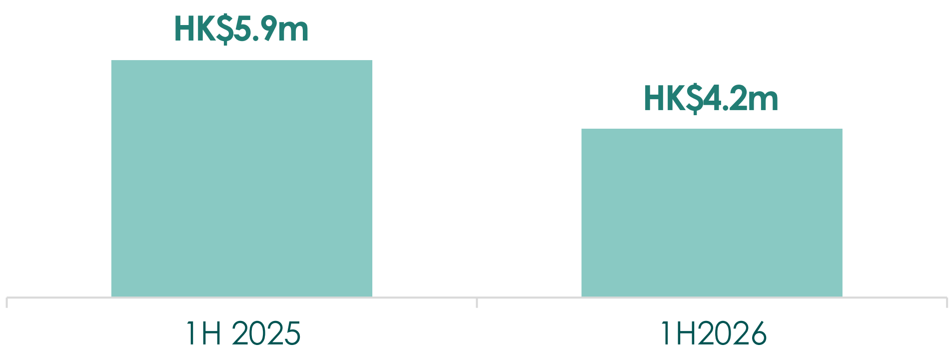
Financial Summary

Total Revenue



Net Profit



New Media Lab declared an interim dividend of HK1.40 cents (1H2025: HK1.67 cents) per share for 1H2026.

Revenue Breakdown

	FY2025		1H2025		**1H2026**	
	HK$'000	Mix (%)	HK$'000	Mix (%)	**HK$'000**	**Mix (%)**
Digital Advertising	183,341	96.6	88,236	96.7	**83,246**	**97.0**
Print Advertising & Circulation	6,446	3.4	3,029	3.3	**2,596**	**3.0**
Total Revenue	189,787	100.0	91,265	100.0	**85,842**	**100.0**

Cost Analysis

% of Total Revenue	FY2025	1H2025	**1H2026**
Employee Benefit Expense	50.1%	48.7%	**51.3%**
Production Cost	26.0%	24.5%	**26.6%**
Printing Cost	1.5%	1.3%	**1.6%**

Major Financial Ratios

HK$'000	As at 31 Dec 2025	**As at 30 June 2026**
Return on Equity	6.9%	**2.4%**
Return on Total Assets	4.9%	**1.8%**
Current / Quick Ratio	5.8x	**6.6x**

Key Balance Sheet Positions

HK$'000	As at 31 Dec 2025	**As at 30 June 2026**
Cash and Cash Equivalents	147,624	**136,289**
Pledged Bank Deposits	800	**800**
Trade Receivables	46,646	**43,187**
Right-of-use Assets	38,871	**35,467**
Bank Borrowings	Nil	**Nil**

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Shareholding Structure

英皇集團 EMPEROR GROUP 52.5%

Mr. Royce Lee 15.0%

Ms. Venus Lee* 7.5%

Public 25.0%

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** Ms. Venus Lee is the managing director of two of the business units*

Future Strategies

Pursue growth with acquisitions and/or strategic alliance

Explore opportunities for mergers and acquisitions and/or strategic alliances with other media or e-commerce players

Expand product lines and client base and explore opportunities in specific industry verticals

Further expand product lines to cater for diversified needs of different advertisers, such as online finance and banking areas

Enhance data collection and analytical capabilities through the development of e-commerce solution platform

Enhance capabilities in collecting, storing and analyzing data and to increase the varieties and dimensions of the data we can collect

Unleash potential by enhancing productivity

Upgrade content monitoring system by developing and implementing a media content management system

Continual investment in technological infrastructure and recruitment of talent

Strengthen technological infrastructure through applying AI and machine learning models in the back-end operations of the platforms

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Clientele

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