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**MEDIALINK GROUP LIMITED**  
**羚邦集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 2230)**

**VOLUNTARY ANNOUNCEMENT**  
**Business Update on Progress of 5-year Strategic Plan**  
**Medialink's First E-commerce Site Ani-Mall™ and**  
**First Edutainment VOD Platform Ani-Kids™**



This announcement is made by Medialink Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis and aims to update the shareholders of the Company and potential investors on the latest business development of the Group.

The board of directors (the “**Board**”) of the Company is pleased to announce its first e-commerce site Ani-Mall™ launched in Hong Kong in late August 2020 and its first edutainment VOD platform Ani-Kids™ in Hong Kong on 19 September 2020.

**Ani-Mall™** (<https://www.ani-mall.asia/>)

Ani-Mall™ is an e-commerce site platform which provides products ranging from anime accessories, collectible items, stationery and plush toys from the most popular anime series including “My Hero Academia”, “Haikyuu!!”, “Dr.Stone”, “Gintama” and “The Promised Neverland” offered by the Group. The Group will keep adding new products and different promotion campaigns to Ani-Mall™.

**Ani-Kids™ (Ani-Kids Facebook <https://www.facebook.com/AniKidsZone/>)**

Following the success of Ani-One® anime platform in the Asia Pacific Region with over 730k subscribers and more than 55 million views on its Youtube channel (<https://www.youtube.com/channel/UC0wNSTMWIL3qaorLx0jie6A>), Ani-Kids™ was launched on myTV SUPER, a media platform operated by TVB Group. Ani-Kids™ will showcase entertainment and educational contents from around the world to bring fun, learning and adventures to kids. Titles include “FOOD Man”, “Leo the Truck — Sing with Leo”, “Robocar POLI Nursery Rhymes”, “HAPPIPLAYGROUND”, “Kawanimals”, “Ninjaboy Rantaro” and “Kaasan Mom’s Life” and “English Tree TV”. Children will be able to learn various values such as love, friendship, trust, forgiveness and consideration.

The Board is of the view that the launches of the e-commerce site Ani-Mall™ and the first edutainment VOD platform Ani-Kids™ will tap into the rising stay-at-home economy and expand the Group’s own distribution platform and merchandising synergy, which is in line with the 5-year strategic plan of the Group.

On behalf of the Board  
**MEDIALINK GROUP LIMITED**  
**Chiu Siu Yin Lovinia**  
*Chairman and Executive Director*

Hong Kong, 28 September 2020

*As at the date of this announcement, the executive directors of the Company are Ms. Chiu Siu Yin Lovinia, Ms. Chiu Siu Fung Noletta and Mr. Ma Ching Fung; the non-executive director of the Company is Ms. Wong Hang Yee, JP; and the independent non-executive directors of the Company are Mr. Fung Ying Wai Wilson, Ms. Leung Chan Che Ming Miranda and Mr. Wong Kam Pui, JP.*