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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 our Media Content Distribution Business —
Latest Cooperation with Bilibili**

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 that the Group has expanded its anime library with Bilibili, an iconic brand and a leading video community in China. The Group has acquired ten Japanese animation series and a Bilibili-produced Chinese animation series. It is the first time for the Group to acquire Chinese animation from Bilibili and to bring Bilibili’s Chinese animation to the young generation in Asia. All these animation series will be launched on Ani-One®, the Group’s own anime platform, in Asia. This remarkable business cooperation with Bilibili means that the Group has secured the right to use, and the right to sub-license, these Chinese and Japanese animation titles from Bilibili together with merchandising rights to our customers in Asia for 5 years.

The Board is of the view that this latest cooperation with Bilibili will diversify and enrich the media content offerings to our customers in Asia, 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, 5 July 2021

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, MH, Ms. Leung Chan Che Ming Miranda and Mr. Wong Kam Pui, BBS, JP.

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