

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 Brand Licensing Business —
Collaboration with VeVe to Offer Debut NFT Digital Collectibles
Experience on Virtual 2D/3D Figurines for The Little Prince Fans

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 (as the licensing agent of The Little Prince) collaborates with VeVe, one of the largest digital collectibles platforms, to launch debut NFT digital collectibles experience on virtual 2D/3D figurines for The Little Prince fans around the globe, except for the Greater China, in Q4 2021. Through the VeVe app platform, individuals and fans will be able to purchase VeVe’s in-app currency to purchase a variety of official The Little Prince NFTs, or buy, sell and trade The Little Prince collectibles with other collectors in the VeVe’s secondary marketplace. Individuals and fans will also be able to showcase their hard-earned The Little Prince digital collections through the fully customizable app’s virtual showrooms, as well as virtually visit, like and comment on showrooms from other collectors.

NFT, known as non-fungible token, is a digital asset or unique token that generates value because of its uniqueness which cannot be replaced. Owning an NFT is like owning a piece of art or a collectible antique in a digital way. Over the years, NFTs have evolved to include digital art, music and video game items, etc. VeVe has sold over 1.3 million NFT digital collectibles to its growing user base of over 400,000 fans since December 2020 and has become one of the top apps in the entertainment category on the Google app store. The VeVe digital collectible app is now available on both iOS and Android.

The Little Prince, a short novel written by Antoine de Saint Exupéry and published in 1943, is a timeless renowned classic brand. The book has sold over 200 million copies worldwide and over 480 official translations. The Little Prince brand has generated collectability over the years and the Board is of the view that the NFT digital collectibles will be a new, exciting and engaging experience for The Little Prince fans and collectors. This is also Medialink's first-ever NFT licensing deal which gives the Group an opportunity to explore the robust space in the digital world. Tapping into the digital collectibles landscape also help expand the spectrum of our Brand Licensing Business 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, 17 September 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.

Note: If there is any inconsistency between English and Chinese versions of this document, the English version shall prevail.