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Medialink[®]
羚邦

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 e-Commerce Business —
Debut Offering of Japanese Anime-themed Special Edition Octopus Cards
by the Group on its e-Commerce shopping platform Ani-Mall[®]



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 will launch the classic Japanese anime **EVANGELION Special Edition Octopus Card** in May 2022. This is the first time for the Group to be authorized by Octopus Cards Limited and licensed by Japanese licensor to sell and distribute an anime-themed Special Edition Octopus Card. The EVANGELION Special Edition Octopus Card is specially designed, translucent and trendy, and is exclusively available for pre-order at Ani-Mall[®], an e-commerce shopping platform of the Group. NEON GENESIS EVANGELION has been a mecha anime and manga which has gained international renown and is a classic in the history of Japanese animation.

The Group intends to launch more varieties of Hong Kong exclusive products on its e-commerce shopping platform Ani-Mall® and Octopus Card is an indispensable item in the life of Hong Kong people. On this basis, the Board is of the view that the offering of the Japanese anime-themed Special Edition Octopus Card can tap into the life of the Japanese anime fans and 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, 5 May 2022

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.