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Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the prospectus dated July 29, 2022 (the “**Prospectus**”) issued by Linmon Media Limited (the “**Company**”).

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or in any other jurisdiction. The Offer Shares have not been and will not be registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”) or securities law of any state or other jurisdiction of the United States and may not be offered, sold, pledged or transferred within the United States, except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act. There will be no public offer of the Offer Shares in the United States. The Offer Shares are being offered and sold solely outside the United States in offshore transactions in reliance on Regulation S under the U.S. Securities Act.

In connection with the Global Offering, Morgan Stanley Asia Limited as stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on Friday, September 2, 2022, being the 30th day after the last day for lodging of applications under the Hong Kong Public Offering. Such stabilization action, if taken, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on the 30th day after the last day for lodging applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, and demand for the Shares and the price of the Shares could fall.

Potential investors of the Offer Shares should note that the Joint Representatives (for themselves and on behalf of the Hong Kong Underwriters) shall be entitled to terminate the Hong Kong Underwriting Agreement with immediate effect upon the occurrence of any of the events set out in the section headed “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” in the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be on Wednesday, August 10, 2022).

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Joint Representatives (on behalf of the International Underwriters). Pursuant to the Over-allotment Option, the International Underwriters will have the right, exercisable by the Joint Representatives (on behalf of the International Underwriters) at any time from the Listing Date until 30 days after the last day for lodging applications under the Hong Kong Public Offering (being Friday, September 2, 2022), to require the Company to issue up to an aggregate of 2,270,800 additional Offer Shares, representing approximately 15% of the number of Offer Shares initially available under the Global Offering at the Offer Price to cover over-allocations in the International Offering, if any.



柠萌影业

Linmon Media Limited

檸萌影視傳媒有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

- Number of Offer Shares under the Global Offering** : 15,139,300 Shares (subject to the Over-allotment Option)
- Number of Hong Kong Offer Shares** : 1,514,000 Shares (subject to reallocation)
- Number of International Offer Shares** : 13,625,300 Shares (subject to reallocation and the Over-allotment Option)
- Maximum Offer Price** : HK\$33.30 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.0027%, Hong Kong Stock Exchange trading fee of 0.005% and FRC transaction levy of 0.00015% (payable in full on application in Hong Kong dollars subject to refund)
- Nominal Value** : US\$0.000025 per Share
- Stock Code** : 9857

*Joint Sponsors, Joint Representatives, Joint Global Coordinators,
Joint Bookrunners and Joint Lead Managers*

Morgan Stanley  **CICC 中金公司**

Joint Global Coordinator, Joint Bookrunner and Joint Lead Manager



Joint Bookrunner and Joint Lead Manager



Joint Lead Manager



The Company has applied to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in (i) Shares in issue (including the Shares outstanding and to be issued on the conversion of the Preferred Shares); (ii) the Shares to be issued pursuant to the Global Offering (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option); and (iii) any additional Shares which may be issued pursuant to the Pre-IPO Share Option Scheme. Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Wednesday, August 10, 2022, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Wednesday, August 10, 2022.

Your application through the **HK eIPO White Form** service or the **CCASS EIPO** service must be for a minimum of 100 Hong Kong Offer Shares and in one of the numbers set out in the table. You are required to pay the amount next to the number you select.

No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>
100	3,363.56	2,500	84,089.03	30,000	1,009,068.42	600,000	20,181,368.43
200	6,727.12	3,000	100,906.85	40,000	1,345,424.56	700,000	23,544,929.84
300	10,090.68	3,500	117,724.65	50,000	1,681,780.71	757,000 ⁽¹⁾	25,462,159.84
400	13,454.25	4,000	134,542.46	60,000	2,018,136.85		
500	16,817.80	4,500	151,360.26	70,000	2,354,492.99		
600	20,181.37	5,000	168,178.08	80,000	2,690,849.13		
700	23,544.93	6,000	201,813.68	90,000	3,027,205.27		
800	26,908.49	7,000	235,449.30	100,000	3,363,561.41		
900	30,272.05	8,000	269,084.91	200,000	6,727,122.81		
1,000	33,635.62	9,000	302,720.53	300,000	10,090,684.22		
1,500	50,453.42	10,000	336,356.14	400,000	13,454,245.62		
2,000	67,271.23	20,000	672,712.28	500,000	16,817,807.03		

(1) Maximum number of Hong Kong Offer Shares you may apply for.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

THE LISTING APPLICATION

We have applied to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in (i) the Shares in issue (including the Shares outstanding and to be issued on the conversion of the Preferred Shares); (ii) the Shares to be issued pursuant to the Global Offering (including any Shares which may be issued pursuant to the exercise of the Over-allotment Option); and (iii) any additional Shares which may be issued pursuant to the Pre-IPO Share Option Scheme.

STRUCTURE OF THE GLOBAL OFFERING

The Global Offering comprises:

- the Hong Kong Public Offering of initially 1,514,000 Shares (subject to reallocation) in Hong Kong, representing approximately 10% of the total number of Offer Shares initially available under the Global Offering, and
- the International Offering of initially 13,625,300 Shares (subject to reallocation and the Over-allotment Option), representing approximately 90% of the total number of Offer Shares initially available under the Global Offering.

The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in the section headed “Structure of the Global Offering” in the Prospectus.

The Joint Representatives may reallocate Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In particular, if (i) the International Offer Shares are fully subscribed or oversubscribed and the Hong Kong Offer Shares are fully subscribed or oversubscribed by less than 15 times, or (ii) the International Offer Shares are undersubscribed and the Hong Kong Offer Shares are fully subscribed or oversubscribed irrespective of the number of times, the Joint Representatives have the authority to re-allocate Offer Shares originally included in the International Offering to the Hong Kong Public Offering in such number as they deem appropriate, provided that, in accordance with the guidance letter HKEX-GL-91-18 issued by the Stock Exchange, (i) the number of International Offer Shares re-allocated to the Hong Kong Public Offering should not exceed 1,514,000 Offer Shares, representing approximately 10% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option), and the total number of Hong Kong Offer Shares available under the Hong Kong Public Offering will be increased to 3,028,000 Shares, representing approximately 20% of the number of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option); and (ii) the Offer Price shall be fixed at HK\$27.75 per Offer Share (being the low-end of the indicative Offer Price range) stated in the Prospectus.

Under the International Underwriting Agreement, we expect to grant to the International Underwriters, exercisable by the Joint Representatives (on behalf of the International Underwriters), the Over-allotment Option, which will be exercisable at any time from the Listing Date until Friday, September 2, 2022, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering to require the Company to issue up to an aggregate of 2,270,800 additional Offer Shares, representing approximately 15% of the number of Offer Shares initially available under the Global Offering, at the Offer Price to cover the over-allocations in the International Offering, if any. In the event the Over-allotment Option is exercised, we will make an announcement which will be posted on the website of the Stock Exchange (www.hkexnews.hk) and on our website (www.linmon.cn), respectively.

PRICING

The Offer Price will not be more than HK\$33.30 per Offer Share, and is expected to be not less than HK\$27.75 per Offer Share unless otherwise announced as further explained in the section headed “Structure of the Global Offering” in the Prospectus. Applicants for the Offer Shares are required to pay, on application, the Offer Price of HK\$33.30 per Offer Share together with brokerage of 1.0%, SFC transaction levy of 0.0027%, the Stock Exchange trading fee of 0.005% and FRC transaction levy of 0.00015%.

EXPECTED TIMETABLE

Hong Kong Public Offering commences9:00 a.m. on
Friday, July 29, 2022

Latest time to complete electronic applications under
the **HK eIPO White Form** service through
one of the ways below:

- the **IPO App**, which can be downloaded by
searching “**IPO App**” in App Store or Google Play or
downloaded at www.hkeipo.hk/IPOApp or
www.tricorglobal.com/IPOApp 11:30 a.m. on
Wednesday, August 3, 2022
- the designated website www.hkeipo.hk..... 11:30 a.m. on
Wednesday, August 3, 2022

Application lists of the Hong Kong Public Offering open 11:45 a.m. on
Wednesday, August 3, 2022

Latest time to (a) lodge completing payment of **HK eIPO White Form**
applications by effecting internet banking transfer(s)
or PPS payment transfer(s) and (b) giving **electronic application**
instructions to HKSCC..... 12:00 noon on
Wednesday, August 3, 2022

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS
Custodian Participant to give **electronic application instructions** via CCASS terminals to apply
for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or
custodian for the latest time for giving such instructions which may be different from the latest
time as stated above.

Application lists of the Hong Kong Public Offering close 12:00 noon on
Wednesday, August 3, 2022

Expected Price Determination Date.....Wednesday, August 3, 2022

Announcement of the Offer Price, the level of indications of interest
in the International Offering,
the level of applications in the Hong Kong Public
Offering and the basis of allocation of the Hong Kong
Offer Shares under the Hong Kong Public Offering
to be published on the website of the Stock Exchange
at www.hkexnews.hk and the Company’s website
at www.linmon.cn on or before Tuesday, August 9, 2022

The results of allocations in the Hong Kong Public Offering (with successful applicants' identification document numbers, where appropriate) to be available through a variety of channels, including:

- in the announcement to be posted on our website and the website of the Stock Exchange at www.linmon.cn and www.hkexnews.hk respectively Tuesday, August 9, 2022
- from “IPO Results” function in the **IPO App** or the designated results of allocations website at www.tricor.com.hk/ipo/result or www.hkeipo.hk/IPOResult with a “search by ID” function from..... 8:00 a.m. on, Tuesday, August 9, 2022 to 12:00 midnight on Monday, August 15, 2022
- from the allocation results telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from..... Tuesday, August 9, 2022, to Friday, August 12, 2022

Share certificates in respect of wholly or partially successful applications to be dispatched/collected or deposited into CCASS on or before Tuesday, August 9, 2022

HK eIPO White Form e-Auto Refund payment instructions/refund checks in respect of wholly or partially successful applications if the final Offer Price is less than the maximum Offer Price per Offer Share initially paid on application (if applicable) or wholly or partially unsuccessful applications to be dispatched/collected on or before Tuesday, August 9, 2022

Dealings in the Shares on the Stock Exchange expected to commence 9:00 a.m. on Wednesday, August 10, 2022

Note: All dates and times refer to Hong Kong local times and date.

SETTLEMENT

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Stock Exchange or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second settlement day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS. Investors should seek the advice of their stockbrokers or other professional advisers for details of the settlement arrangement as such arrangements may affect their rights and interests.

ELECTRONIC APPLICATION CHANNELS

HK eIPO White Form service

You may submit your application through the **HK eIPO White Form** service in the **IPO App** or at www.hkeipo.hk (24 hours daily, except on the last day for applications) from 9:00 a.m. on Friday, July 29, 2022 until 11:30 a.m. on Wednesday, August 3, 2022 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, August 3, 2022, the last day for applications, or such later date as described in the section headed “How to Apply for Hong Kong Offer Shares – 11. Effect of Bad Weather and/or Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

CCASS EIPO service

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

Friday, July 29, 2022	– 9:00 a.m. to 8:30 p.m.
Saturday, July 30, 2022	– 8:00 a.m. to 1:00 p.m.
Monday, August 1, 2022	– 8:00 a.m. to 8:30 p.m.
Tuesday, August 2, 2022	– 8:00 a.m. to 8:30 p.m.
Wednesday, August 3, 2022	– 8:00 a.m. to 12:00 noon

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, July 29, 2022 until 12:00 noon on Wednesday, August 3, 2022 (24 hours daily, except on Wednesday, August 3, 2022, the last day for applications).

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Wednesday, August 3, 2022, the last day for applications, or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares – 11. Effect of Bad Weather and/or Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

The application monies (including the brokerage fees, SFC transaction levy, the Stock Exchange trading fee and FRC transaction levy) will be held by the receiving banks and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without interest on or before Tuesday, August 9, 2022.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

Application for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, in the IPO App and on the designated website (www.hkeipo.hk) for the HK eIPO White Form service.

PUBLICATION OF RESULTS

We expect to announce the Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Tuesday, August 9, 2022 on our website at www.linmon.cn and the website of the Stock Exchange at www.hkexnews.hk.

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration/certificate of incorporation numbers of successful applicants (where applicable) under the Hong Kong Public Offering will be available through a variety of channels at the times and date and in the manner specified in the section headed “How to Apply for Hong Kong Offer Shares – 12. Publication of Results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price per Offer Share (excluding brokerage, SFC transaction levy, the Stock Exchange trading fee and the FRC transaction levy thereon), or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with “Structure of the Global Offering – Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, the Stock Exchange trading fee and FRC transaction levy, will be refunded, without interest.

No temporary documents of title will be issued in respect of the Shares and no receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Wednesday, August 10, 2022 (Hong Kong time), provided that the Global Offering has become unconditional and the right of termination described in the “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” section in the Prospectus has not been exercised.

Assuming the Global Offering becomes unconditional at or before 8:00 a.m. on Wednesday, August 10, 2022 (Hong Kong time), dealings in the Shares are expected to commence at 9:00 a.m. on Wednesday, August 10, 2022 (Hong Kong time). The Shares will be traded in board lots of 100 Shares each. The stock code of the Shares is 9857.

This announcement is available for viewing on the website of the Company at www.linmon.cn and the website of the Stock Exchange at www.hkexnews.hk.

By order of the Board
Linmon Media Limited
Su Xiao
Chairman, executive Director and president

Hong Kong, July 29, 2022

As at the date of this announcement, the board of directors of the Company comprises Mr. Su Xiao as Chairman and executive Director; Ms. Chen Fei, Ms. Xu Xiao'ou and Mr. Zhou Yuan as executive Directors; Mr. Sun Zhonghuai and Mr. Zhang Rong as non-executive Directors; Ms. Long Yu, Mr. Jiang Changjian and Ms. Tang Songlian as independent non-executive Directors.