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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 Brand Licensing Business —
Medialink expands brand licensing business to new territory Japan
as exclusive master agent of Le Petit Prince for Japan

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 POMASE, the official Saint Exupéry heritage management body for Le Petit Prince, has appointed Whatevermiles Corporation (Whatevermiles 株式会社), a subsidiary of the Group, as the exclusive master agent for Japan for 5 years starting from 1 January 2023. The Group set up Whatevermiles Corporation in Japan in 2017 in preparation for expanding its business to Japan. The Group’s appointment as Le Petit Prince’s exclusive master agent for Japan is a significant milestone of the Group in expanding its brand licensing business (“**Brand Licensing Business**”) to new territories. Whatevermiles Corporation will manage the brand licensing of Le Petit Prince’s consumer products, build retail relationships, and work with local licensees to create cross-promotional activities.

The Board is of the view that the Group's expansion of its agency services for Le Petit Prince consolidates the Group's advantages in building a sustainable business model, and helps expand the spectrum of the 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, 1 February 2023

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.