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*Unless otherwise defined here in, capitalised terms used in this announcement shall have the same meanings as those defined in the prospectus dated 30 June 2023 (the “**Prospectus**”) of New Media Lab Limited (the “**Company**”)*

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any securities of the Company. This announcement is not a prospectus. Potential investors should read the Prospectus for detailed information about the Company and the Share Offer described below before deciding whether or not to invest in the Offer Shares. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.

*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 to sell or solicitation to purchase or subscribe for securities in the United States or in any other jurisdictions. 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 any states securities laws of the United States. The securities may not be offered or sold in the United States except pursuant to an effective registration statement or in accordance with an available exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. It is not currently intended for there to be any public offer of securities in the United States. The Offer Shares are being offered and sold outside the United States in offshore transactions in reliance on Regulation S under the U.S. Securities Act.*

The Public Offer Shares will be offered to the public in Hong Kong subject to the terms and conditions set out in the Prospectus and the related application forms. The Public Offer Shares will not be offered to any person who is outside Hong Kong and/or not resident in Hong Kong. Potential investors of the Offer Shares should note that the Overall Coordinators shall be entitled to terminate the Underwriting Agreement with immediate effect upon the occurrence of any of the events set out in the section headed “Underwriting – Underwriting Arrangements and Expenses – Underwriting Agreement – 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 Monday, 17 July 2023).

NEW MEDIA LAB

新傳企劃有限公司

New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

SHARE OFFER

- Number of Offer Shares : 150,000,000 Shares**
Number of Public Offer Shares : 15,000,000 (including 1,500,000 Employee Reserved Shares)(subject to re-allocation)
Number of Placing Shares : 135,000,000 Shares (subject to re-allocation)
Offer Price : Not more than HK\$0.92 per Offer Share and expected to be not less than HK\$0.84 per Offer Share, plus 1% brokerage, 0.0027% SFC transaction levy, 0.00015% AFRC transaction levy and 0.00565% Stock Exchange trading fee (payable in full on application and subject to refund)
Nominal Value : HK\$0.01 per Share
Stock Code : 1284

Joint Sponsors



Overall Coordinators

Joint Coordinators, Joint Bookrunners and Joint Lead Managers



Joint Bookrunners and Joint Lead Managers



MINIMUM APPLICATION AMOUNT AND PERMITTED NUMBERS

Your application through the **HK eIPO White Form** service or the **CCASS EIPO** service must be for a minimum of 5,000 Public 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 Public Offer Shares applied for	Amount payable on application HK\$	No. of Public Offer Shares applied for	Amount payable on application HK\$	No. of Public Offer Shares applied for	Amount payable on application HK\$
5,000	4,646.39	60,000	55,756.69	700,000	650,494.75
10,000	9,292.78	70,000	65,049.48	800,000	743,422.55
15,000	13,939.17	80,000	74,342.26	900,000	836,350.38
20,000	18,585.57	90,000	83,635.04	1,000,000	929,278.20
25,000	23,231.95	100,000	92,927.82	2,000,000	1,858,556.40
30,000	27,878.35	200,000	185,855.65	3,000,000	2,787,834.60
35,000	32,524.74	300,000	278,783.45	4,000,000	3,717,112.80
40,000	37,171.13	400,000	371,711.28	5,000,000	4,646,391.00
45,000	41,817.52	500,000	464,639.10	6,000,000	5,575,669.20
50,000	46,463.91	600,000	557,566.92	6,750,000 ¹	6,272,627.86

Note:

1 Maximum number of Public Offer Shares that you may apply for.

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

THE LISTING APPLICATION

We have applied to the Stock Exchange for listing of, and permission to deal in, the Shares in issue and to be issued as mentioned herein including the Offer Shares and any Shares which may be issued pursuant to the exercise of the options granted or to be granted under the Share Option Scheme which represent 10% of our Shares in issue on the Listing Date, on the Main Board respectively.

STRUCTURE OF THE SHARE OFFER

The Share Offer comprises:

- the Public Offer of initially 15,000,000 Offer Shares (subject to reallocation) in Hong Kong, representing approximately 10.0% of the total number of Offer Shares initially available under the Share Offer; and
- the Placing of 135,000,000 Offer Shares (subject to reallocation), representing approximately 90.0% of the total number of Offer Shares initially available under the Share Offer.

The allocation of the Offer Shares between the Public Offer and the Placing will be subject to reallocation as described in the section headed “Structure and Conditions of the Share Offer” in the Prospectus.

In particular, the Overall Coordinators may, at its discretion, reallocate Offer Shares initially allocated for the Placing to the Public Offer to satisfy valid applications in pool A and pool B under the Public Offer. In accordance with the Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practise Note 18 of the Listing Rules, the maximum total number of Offer Shares that may be reallocated to the Public Offer following such reallocation shall be not more than double the initial allocation to the Public Offer (i.e. 30,000,000 Offer Shares) (representing approximately 20% of the Offer Shares initially available under the Share Offer), and the final Offer Price shall be fixed at the bottom end of the indicative Offer Price range (i.e. HK\$0.84 per Offer Share).

If the Public Offer is not fully subscribed, the Overall Coordinators may reallocate all or any unsubscribed Public Offer Shares to the Placing, in such proportions as the Overall Coordinators deem appropriate.

PRICING

The Offer Price will be no more than HK\$0.92 per Offer Share and is expected to be no less than HK\$0.84 per Offer Share unless to be otherwise announced. Applicants for the Public Offer Shares are required to pay, on application, the maximum Offer Price of HK\$0.92 per Offer Share together with brokerage of 1.0%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.00565% and AFRC transaction levy of 0.00015%, subject to refund if the Offer Price as finally determined is less than HK\$0.92 per Offer Share.

If there is any change in the following expected timetable of the Public Offer, we will issue an announcement to be published on the websites of the Stock Exchange at www.hkexnews.hk and our Company at www.newmedialab.com.hk.

Date⁽¹⁾

Public Offer commences 9:00 a.m. on Friday, 30 June 2023

Latest time for lodging **PINK** application form 4:00 p.m. on Tuesday, 4 July 2023

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

(1) 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

(2) the designated website www.hkeipo.hk. 11:30 a.m. on Wednesday, 5 July 2023

Application lists open 11:45 a.m. on Wednesday, 5 July 2023

Latest time for (a) completing payment for **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, 5 July 2023

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 Public 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 close 12:00 noon on Wednesday, 5 July 2023

Expected Price Determination Date Friday, 7 July 2023

Announcement of the Offer Price on the websites of the Company and the Stock Exchange at www.newmedialab.com.hk and www.hkexnews.hk on or around Friday, 14 July 2023

Announcement of the level of indication of interest
in the Placing, the level of applications
in the Public Offer and the Employee Preferential
Offering and the basis of allocation of the Public Offer Shares
and the Employee Reserved Shares on the websites of the
Company and the Stock Exchange at www.newmedialab.com.hk
and www.hkexnews.hk on or before Friday, 14 July 2023

Results of allocations in the Public Offer (with successful applicants' identification document numbers,
where appropriate) and Employee Preferential Offering to be available through a variety of channels as
described in "How to apply for Public Offer Shares and Employee Reserved Shares – D. Publication of
Results" in the Prospectus, including:

- in the announcement to be posted on our website and
the website of the Stock Exchange at www.newmedialab.com.hk
and www.hkexnews.hk, respectively Friday, 14 July 2023
- from the "IPO Results" function in the **IPO App** or
at www.tricor.com.hk/ipo/result or www.hkeipo.hk/IPOResult
with a "search by ID" function from 8:00 a.m. on Friday,
14 July 2023 to 12:00 midnight
on Thursday, 20 July 2023
- from the allocation results telephone enquiry line
by calling +852 3691 8488 between 9:00 a.m.
and 6:00 p.m. from Friday, 14 July 2023 to
Wednesday, 19 July 2023
(excluding Saturday, Sunday and
public holiday in Hong Kong)

Share certificates in respect of wholly or partially successful
applications to be despatched/collected or deposited into
CCASS on or before Friday, 14 July 2023

HK eIPO White Form e-Auto Refund payment instructions/refund
cheques in respect of wholly or partially successful applications
(if applicable) or wholly or partially unsuccessful
applications to be despatched/collected on or before Friday, 14 July 2023

Dealings in the Shares on the Stock Exchange
expected to commence. at 9:00 a.m. on Monday,
17 July 2023

The application for the Public Offer Shares will commence on Friday, 30 June 2023 through Wednesday, 5 July 2023. The application monies (including brokerage, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee) will be held by the receiving bank on behalf of the Company and the refund monies, if any, will be returned to the applicant(s) without interest on Friday, 14 July 2023. Investors should be aware that the dealings in Shares on the Stock Exchange are expected to commence on Monday, 17 July 2023.

Note:

(1) All times refer to Hong Kong local time, except as otherwise stated.

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 Listing Date or any 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 stockbroker or other professional adviser for details of those settlement arrangements and how such arrangements will 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 through the **IPO App** or the designated website at **www.hkeipo.hk** (24 hours daily, except on the last day for applications) from 9:00 a.m. on Friday, 30 June 2023 until 11:30 am on Wednesday, 5 July 2023 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, 5 July 2023, the last day for applications, or such later time as described in the section headed “How to Apply for Public Offer Shares – C. Effect of Bad Weather and/or Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

CCASS EIPO Service⁽¹⁾

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

Friday, 30 June 2023 – 9:00 a.m. to 8:30 p.m.
Monday, 3 July 2023 – 8:00 a.m. to 8:30 p.m.
Tuesday, 4 July 2023 – 8:00 a.m. to 8:30 p.m.
Wednesday, 5 July 2023 – 8:00 a.m. to 12:00 noon

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 30 June 2023 until 12:00 noon on Wednesday, 5 July 2023 (24 hours daily, except on Wednesday, 5 July 2023, the last day for applications).

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Wednesday, 5 July 2023, the last day for applications, or such later time as described in the section headed “How to Apply for Public Offer Shares and Employee Reserved Shares – C. Effect of Bad Weather and/or Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

Note:

(1) These times in this sub-section 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 AFRC transaction levy) will be held by the receiving bank 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 Friday, 14 July 2023.

Please refer to the sections headed “Structure and Conditions of the Share Offer” and “How to Apply for Public Offer Shares and Employee Reserved Shares” in the Prospectus for details of the conditions and procedures of the Public Offer and Employee Preferential Offering.

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

PUBLICATION OF RESULTS

We expect to announce the final Offer Price, the level of indications of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares on Friday, 14 July 2023 on the website of the Stock Exchange (www.hkexnews.hk) and on our website (www.newmedialab.com.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 Public Offer will be available at the times and dates and in the manner specified in the section headed “How to Apply for Public Offer Shares and Employee Reserved Shares – D. 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, Stock Exchange trading fee and AFRC transaction levy payable thereon) paid on application, or if the conditions of the Share offer as set out in “Structure and Conditions of the Share Offer – Conditions of the Share Offer” are not satisfied or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, Stock Exchange trading fee and AFRC transaction levy, will be refunded, without interest.

No temporary evidence of title will be issued in respect of the Offer Shares. No receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Monday, 17 July 2023 (Hong Kong time), provided that the Share Offer has become unconditional in all respects and the Underwriting Agreement has not been terminated in accordance with its terms at or before that time. Investors who trade Shares on the basis of publicly available allocation details or prior to the receipt of the Share certificates or prior to the Share certificates becoming valid do so entirely at their own risk.

Assuming the Share Offer becomes unconditional at or before 8:00 a.m. on Monday, 17 July 2023 (Hong Kong time), dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Monday, 17 July 2023 (Hong Kong time). The Shares will be traded in board lots of 5,000 Shares each. The stock code of the Shares is 1284.

This announcement is available for viewing on the website of the Hong Kong Stock Exchange (www.hkexnews.hk) and on our website (www.newmedialab.com.hk).

By order of the Board
New Media Lab Limited
Lee Yat Pui, Royce

Chief Executive Officer and Executive Director

Hong Kong, 30 June 2023

As at the date of this announcement, the Board comprises Mr. Lee Yat Pui, Royce, Mr. Wong Chi Fai and Ms. Fan Man Seung Vanessa as executive Directors; Ms. Cheng Ka Yu, Mr. Mak Kam Chiu, and Mr. Niu Zhongjie as independent non-executive Directors.