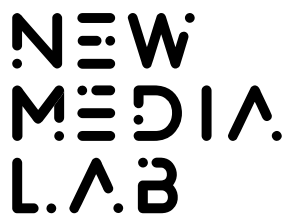


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新傳企劃有限公司

**New Media Lab Limited**

*(a company incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1284)**

## **SUPPLEMENTAL ANNOUNCEMENT**

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

Rule 53(3) of Part A of Appendix 1 to the Listing Rules provides that an issuer shall, during a reasonable period of time, publish all reports, letters or other documents, balance sheets, valuations and statements by any expert any part of which is extracted or referred to in the listing document on the Exchange’s website and the issuer’s own website.

The Board wishes to inform the Shareholders and potential investors of the Company that due to an unintentional oversight, the Euromonitor Report, the summary of which is set out in the “Industry Overview” section of the Prospectus, has not been made available on display on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and our website at [www.newmedialab.com.hk](http://www.newmedialab.com.hk) as from the date of the Prospectus.

With a view to rectifying the above, a copy of the Euromonitor Report will be available on display on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and our website at [www.newmedialab.com.hk](http://www.newmedialab.com.hk) during a period of 14 days from the date of this announcement.

The Board is of the view that the inadvertent omission to make the Euromonitor Report available on display as from the date of the Prospectus will not affect the potential investors’ informed assessment of the Group’s activities, assets and liabilities, financial position, management and prospect of the Company and of its profits and losses and of the rights attaching to the Shares, and as the summary of the Euromonitor Report and respective opinions have been disclosed in the Prospectus, the nature of such omission will not result in any change of the information contained in the Prospectus or give rise to any new matter.

The Board also confirms that, after having taken into account Rule 11.13 of the Listing Rules, there has been no significant change affecting any matter contained in the Prospectus and that no significant new matter has arisen, the inclusion of information in respect of which would have been required to be in the Prospectus if it had arisen before the Prospectus was issued, and therefore no supplementary prospectus is required.

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

*Chief Executive Officer and Executive Director*

Hong Kong, 4 July 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.*