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新傳企劃有限公司

New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)

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or other jurisdiction of the United States, and may not be offered, sold, resold, pledged, transferred or delivered, directly or indirectly, into or within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act and in compliance with any applicable securities laws of any relevant state or other jurisdiction of the United States. There has been and will be no public offering of the Securities in the United States;

- (f) if an offer or an invitation is made to the public in Hong Kong in due course, prospective investors are reminded to make their investment decisions solely based on the Company's prospectus registered with the Registrar of Companies in Hong Kong, copies of which will be distributed during the offer period;
- (g) this announcement does not constitute a prospectus, offering circular, notice, circular, brochure or advertisement offering to sell any securities to the public in any jurisdiction, nor is it an invitation to the public to make offers to subscribe for or purchase any securities, nor is it calculated to invite offers by the public to subscribe for or purchase any securities; and
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*This announcement is made by the order of the Company. The Company’s board of directors (the “**Board**”) collectively and individually accept responsibility for the accuracy of this announcement.*

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This announcement is made by the Company pursuant to Rule 12.01C of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

As of the date of this announcement, the Company has appointed the following overall coordinators:

Emperor Capital Limited
Lego Securities Limited

Further announcement(s) will be made by the Company in accordance with the Listing Rules in the event that additional overall coordinators are appointed by the Company.

By order of the Board
New Media Lab Limited
Lee Yat Pui, Royce
Chief Executive Officer and Executive Director

Hong Kong, 16 March 2023

Directors and proposed directors of the Company named in the application to which this announcement relates are: (i) Mr. Lee Yat Pui Royce, Mr. Wong Chi Fai and Ms. Fan Man Seung Vanessa as executive directors; and (ii) Ms. Cheng Ka Yu, Mr. Mak Kam Chiu and Mr. Niu Zhongjie as proposed independent non-executive directors.