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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 —
Medialink to launch “China created and designed Contents and Culture to overseas” in full steam enhancing the Group’s IP Matrix

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 the Group has launched “China created and designed Contents and Culture to overseas” in full steam, exporting China created content and brands overseas. The Group has invested in a Chinese original animation 《奶龍小七大戰暴暴龍》 and handles its global distribution and brand licensing rights. The Group has also entered into a strategic cooperation with Bilibili in “China created and designed Contents and Culture to Overseas”, and will be responsible for handling the regional exclusive distribution and co-brand licensing rights of more than 30 Chinese animations of Bilibili, including “Heaven Official’s Blessing”, “Link Click” and “Rakshasa Street” etc, in Southeast Asia.

As a bridge of cultural exchange between renowned international contents and brands, through our professional operation and management, the Group has been able to create awareness for quality China created and designed contents in overseas markets and enhance the influence of relevant intellectual properties (“**IPs**”), which enhance the Group’s IP matrix and thus increases revenue streams of the Group.

The Board is of the view that the Group’s development approach of “China created and designed Contents to Overseas” is in line with the Group’s vision of becoming a leading IP management company in Asia, and is also in line with the policy of China in the 14th Five-Year Plan of positioning Hong Kong to be the regional IP trading hub and promoting cultural exchanges. This is an important milestone for the Group in bringing our country’s culture and creative contents onto the world’s stage.

On behalf of the Board
MEDIALINK GROUP LIMITED
Chiu Siu Yin Lovinia
Chairman and Executive Director

Hong Kong, 29 November 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.