



新傳企劃有限公司 New Media Lab Limited

(於開曼群島註冊成立之有限公司 Incorporated in the Cayman Islands with limited liability)
(股份代號 Stock Code: 1284)

NOTIFICATION LETTER 書面通知

Dear Registered Shareholder(s),

17 April 2025

The following document(s) of New Media Lab Limited (“Company”) has/have been prepared in English and Chinese and is/are available on the websites of the Company at <https://www.NewMediaLab.com.hk> and The Stock Exchange of Hong Kong Limited at <https://www.hkexnews.hk> (collectively “Websites”):-

- 2024 Annual Report
- Circular dated 17 April 2025 in relation to (1) Proposals for (A) Re-election of Directors and (B) General Mandates to Issue New Shares and Buy Back Shares; and (2) Notice of Annual General Meeting
- Form of Proxy (Annual General Meeting – 22 May 2025)

If you have not provided us with an email address but now would like to receive an email notification of the publication of the Corporate Communication(s)^(Note) on the Websites instead of receiving printed notification letter in future or the email address is invalid, please complete the Reply Form overleaf, and fill in the necessary information and then sign and return it by fax (852) 2849 3319 or by email to 1284-corpcomm@unionregistrars.com.hk or by post or by hand to the Company c/o the Company’s Hong Kong branch share registrar, Union Registrars Limited (“Hong Kong Branch Share Registrar”) at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King’s Road, North Point, Hong Kong. If you post the Reply Form within Hong Kong, you may use the mailing label at the bottom of the Reply Form and need not affix a stamp. Otherwise, please affix an appropriate stamp.

You may at any time send your request in writing to the Company (c/o Hong Kong Branch Share Registrar at the above address or by email to the above email address) and request for printed copies of the Corporate Communications. If you have received notification of the publication of the Corporate Communication(s) on the Websites and for any reason have difficulty in gaining access to the Corporate Communication(s) on the Websites, the Company will upon request send the Corporate Communication(s) to you in printed form free of charge. For the details of arrangement regarding request for printed copy(ies) of the Corporate Communication(s), please visit the Company’s website.

If you have previously submitted written request to receive Corporate Communications in printed form, printed version of the above Corporate Communication(s) is/are enclosed herewith. Please be aware that any written request from a Shareholder to receive Corporate Communications in printed form will expire one year from the date of receipt of the valid written request by the Hong Kong Branch Share Registrar, unless it is revoked or superseded before the expiry date. A further written request will be required if a Shareholder wishes to continue receiving future Corporate Communications in printed form thereafter.

The 2024 Environmental, Social and Governance Report is published in electronic form only on the Websites. You may access it on the Websites. If you wish to receive its printed version, you may send your written request to the Company c/o the Hong Kong Branch Share Registrar by mail at the above address or by email to 1284-corpcomm@unionregistrars.com.hk.

Should you have any queries in relation to this letter, please call the Hong Kong Branch Share Registrar at (852) 2849 3399 during business hours from 9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
New Media Lab Limited

Note: Corporate Communications include, but not limited to (a) the directors’ report, its annual accounts together with a copy of auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位登記股東：

新傳企劃有限公司（「本公司」）下述文件已以中、英文版本編制及於本公司網站（<https://www.NewMediaLab.com.hk>）及香港聯合交易所有限公司網站（<https://www.hkexnews.hk>）（統稱「該等網站」）刊載:-

- 2024 年報
- 日期為 2025 年 4 月 17 日有關(1)建議(A)重選董事及(B)發行新股份及回購股份之一般授權；及(2)股東週年大會通告之通函
- 委任代表表格（股東週年大會 – 2025 年 5 月 22 日）

如閣下並未提供電郵地址或電郵地址無效，並現在希望日後收取有關公司通訊^(附註)於該等網站發佈的電郵通知，以代替書面通知印刷本，請閣下填妥本函背面的回條，並在回條上填寫所需資料及簽名，然後把回條以傳真(852) 2849 3319 或電郵至 1284-corpcomm@unionregistrars.com.hk 或寄回或親身交回本公司之香港股份過戶登記分處聯合證券登記有限公司（「香港股份過戶登記分處」），地址為香港北角英皇道 338 號華懋交易廣場 2 期 33 樓 3301-04 室。倘閣下在香港投寄回條，可使用回條下方的郵寄標籤而毋須貼上郵票；否則，請貼上適當的郵票。

閣下可以隨時以書面通知本公司（經香港股份過戶登記分處上述地址或電郵地址發送）要求收取公司通訊之印刷本。倘若閣下已收到有關公司通訊在該等網站上發佈的通知，但因任何原因而難以在該等網站上查閱公司通訊，本公司將於收到閣下的要求後免費寄上公司通訊之印刷本。有關索取公司通訊之印刷本安排之詳情，請瀏覽本公司網站。

若閣下曾提出書面要求收取公司通訊之印刷本，現隨函附上上述公司通訊之印刷本。請注意，股東任何以書面要求收取公司通訊之印刷本將由香港股份過戶登記分處接獲有效書面要求當日起一年後到期（除非在到期前已被撤銷或取代）。如股東希望日後繼續收取公司通訊之印刷本，則須再作書面要求。

2024 環境、社會及管治報告僅以電子形式登載於該等網站。閣下可在該等網站瀏覽該報告。閣下如希望收取其印刷本，請將閣下之書面要求透過上述地址郵遞經香港股份過戶登記分處轉交本公司或電郵至 1284-corpcomm@unionregistrars.com.hk。

閣下若對本函有任何疑問，請在辦公時間（星期一至星期五上午 9 時至下午 5 時，香港公眾假期除外）內致電香港股份過戶登記分處 (852) 2849 3399 查詢。

新傳企劃有限公司
謹啟

2025年4月17日

附註：公司通訊包括但不限於 (a) 董事會報告、年度賬目連同核數師報告；(b) 中期報告；(c) 會議通告；(d) 上市文件；(e) 通函；及 (f) 委任代表表格。

Reply Form 回條

To: New Media Lab Limited (“Company”) (Stock Code: 1284)
c/o Union Registrars Limited
Suites 3301-04, 33/F., Two Chinachem Exchange Square,
338 King’s Road, North Point, Hong Kong

致：新傳企劃有限公司（「本公司」）（股份代號：1284）
經聯合證券登記有限公司
香港北角英皇道338號華懋交易廣場2期33樓3301-04室

I/We would like to receive a **notification by email** to the email address below when each corporate communication^(Note 1) of the Company (“**Corporate Communication(s)**”) is made available on the websites of the Company at <https://www.NewMediaLab.com.hk> and The Stock Exchange of Hong Kong Limited at <https://www.hkexnews.hk> (collectively “**Websites**”).

本人／我們希望當每次本公司在本公司網站 (<https://www.NewMediaLab.com.hk>) 及香港聯合交易所有限公司網站 (<https://www.hkexnews.hk>) (以下統稱「**該等網站**」) 發佈公司通訊^(附註1) (「**公司通訊**」) 時收取發送至以下電郵地址的**電郵通知**。

Email Address
電郵地址

(The Company will send to the email address provided above (if any) with a notification of the availability of each Corporate Communication on the Websites. If no email address or invalid email address is provided, a printed notification letter of the publication of the Corporate Communication on the Websites will be sent to you. **Please provide a valid email address in English CAPITAL LETTERS and the email address is used for notification of publication of Corporate Communication(s) only.**
(每次於該等網站登載公司通訊時，本公司將發送電郵通知至以上提供之電郵地址(如有)。如未有提供電郵地址或電郵地址無效，則會發出公司通訊已在該等網站刊發的書面通知印刷本予閣下。請以英文正楷填寫有效電郵地址，以上電郵地址僅供用作通知公司通訊已發佈。)

Name(s) : (English) (Chinese)
姓名 : (英文) (中文)
(Please use **BLOCK CAPITALS**) (請用**正楷**填寫)

Address :
地址 :

Signature(s) :
簽名 :

Contact telephone number :
聯絡電話號碼 :

Date :
日期 :

Notes 附註:

- Corporate Communications include, but are not limited to (a) the directors’ report, its annual accounts together with a copy of the auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊包括但不限於(a)董事會報告、年度賬目連同核數師報告；(b)中期報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委任代表表格。
- Please use legible handwriting to complete all your details clearly.
請閣下以清晰字體填寫所有資料。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Reply Form in order to be valid.
如屬聯名股東，則本回條須由該名於本公司股東名冊上就聯名持有股份其姓名名列首位的股東簽署，方為有效。
- The above instructions will apply to all future Corporate Communications to be sent to shareholders of the Company until you notify otherwise by reasonable notice in writing to the Hong Kong Branch Share Registrar, Union Registrars Limited at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King’s Road, North Point, Hong Kong or by email to 1284-corporcomm@unionregistrars.com.hk.
上述指示將適用於寄發予本公司股東之所有日後公司通訊，直至閣下發出合理時間的書面通知或電郵至 1284-corporcomm@unionregistrars.com.hk 通知香港股份過戶登記分處聯合證券登記有限公司(地址為香港北角英皇道338號華懋交易廣場2期33樓3301-04室)另作選擇為止。
- For the avoidance of doubt, we do not accept any additional instructions written on this Reply Form.
為免存疑，任何在本回條上的額外指示，本公司將不予處理。

PERSONAL INFORMATION COLLECTION STATEMENT

“Personal Data” in this statement has the same meaning as “personal data” defined in the Personal Data (Privacy) Ordinance, Cap. 486 of the Laws of Hong Kong (“**PDPO**”), which may include but not limited to your name, contact telephone number, email address and mailing address. Your supply of Personal Data is on a voluntary basis for the purpose of receiving Corporate Communication(s) in the manner chosen. Your Personal Data will be retained for such period as may be necessary for our verification and record purposes. You have the right to request access to and/or correction of the Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of the Personal Data should be in writing by mail to Privacy Compliance Officer of Union Registrars Limited.

收集個人資料聲明

本聲明中之「個人資料」相等於香港法例第486章《個人資料(私隱)條例》(「《私隱條例》」)所定義之「個人資料」，當中可能包括但不限於閣下之姓名、聯絡電話號碼、電郵地址及郵寄地址。閣下是自願提供個人資料，以便按閣下選擇之方式收取公司通訊。本公司將在有需要之期間保留閣下之個人資料作核實及記錄用途。閣下有權根據《私隱條例》中的條款，查閱及／或修改閣下之個人資料。任何相關查閱及／或修改個人資料之要求均須以書面方式郵寄至聯合證券登記有限公司之私隱條例事務主任。

Please cut the mailing label and stick this on the envelope to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.

閣下寄回本回條時，請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

MAILING LABEL 郵寄標籤

Union Registrars Limited

聯合證券登記有限公司

Freepost No. 簡便回郵號碼：37 WCH

Hong Kong 香港