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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

ESTABLISHMENT OF JOINT VENTURES WITH A LEADING INTEGRATED ENTERTAINMENT GROUP

This announcement is made by Medialink Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to provide the shareholders of the Company and potential investors with an update on the latest business development of the Group.

The board of directors ("**Board**") of the Company is pleased to announce that the Group has reached agreements with KADOKAWA CORPORATION ("**KADOKAWA**", together with its subsidiaries and affiliates, the "**KADOKAWA Group**"), to jointly create new business opportunities through joint ventures in Hong Kong and Thailand.

Pursuant to the agreement dated 17 August 2026 and the agreement dated 1 October 2026, each entered into between the Group and the KADOKAWA Group (collectively, the "**JV Agreements**"), the Group will proceed with the following transactions:

(i) Hong Kong Joint Venture ("HK JV")

The acquisition of a 40% equity interest in KADOKAWA's Hong Kong indirect subsidiary, which will serve as a strategic licensing and operating hub for developing and commercializing kids and character intellectual properties ("**IP**") business throughout the Asia region excluding Japan and South Korea.

(ii) Thailand Joint Venture ("Thailand JV")

The formation of a joint venture in Thailand through joint investment by the Group, KADOKAWA's Thailand subsidiary and KADOKAWA to execute offline retail sales through various formats, including but not limited to pop-up stores, and to engage in other IP product-related business activities, including manufacturing, importing, distributing, wholesaling and retailing IP products.

The acquisition of an equity interest in the HK JV and the formation of the Thailand JV represent the Group's first equity-based collaboration with an integrated entertainment group.

The Board is of the view that the transactions leverage the complementary strengths of the parties and are expected to generate significant synergies while supporting the Group's strategic objective of expanding its IP portfolio and developing new business initiatives. The Board considers that establishing the joint ventures with the KADOKAWA Group is in the interests of the Group and its shareholders.

As all applicable percentage ratios (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")) in respect of the transactions contemplated under the JV Agreements are less than 5%, the transactions do not constitute notifiable transactions of the Company under Chapter 14 of the Listing Rules. This announcement is therefore made by the Company on a voluntary basis.

ABOUT KADOKAWA GROUP

KADOKAWA Group is a leading Japanese integrated entertainment group. Its principal businesses include publishing and IP creation, animation and film, gaming, web services, and education/EdTech. KADOKAWA CORPORATION is listed on the Prime Market of the Tokyo Stock Exchange (stock code: 9468).

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, the KADOKAWA Group, the counterparties to the JV Agreements and their respective ultimate beneficial owners are third parties independent of the Company and its connected persons.

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

Hong Kong, 16 November 2026

As at the date of this announcement, the executive directors of the Company are Ms. Chiu Siu Yin Lovinia and Ms. Chiu Siu Fung Noletta; the non-executive director of the Company is Ms. Wong Hang Yee, MH, 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.