新傳企劃有限公司
New Media Lab Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1284)

2026 INTERIM RESULTS ANNOUNCEMENT

The board of directors ("**Board**" or "**Directors**") of New Media Lab Limited ("**Company**") announces the unaudited condensed consolidated results of the Company and its subsidiaries (collectively referred to as "**Group**") for the six months ended 30 June 2026 ("**Period**").

FINANCIAL SUMMARY

	For the six months ended 30 June	
	2026	2025
	HK$'000	*HK$'000*
Total revenue	**85,842**	91,265
Digital advertising	***83,246***	*88,236*
Print advertising and circulation	***2,596***	*3,029*
Net profit	**4,210**	5,893
Basic earnings per share	**HK0.70 cents**	HK0.98 cents
Interim dividend per share	**HK1.40 cents**	HK1.67 cents

MANAGEMENT DISCUSSION AND ANALYSIS

RESULTS

Due to an unfavourable market sentiment, the Group's total revenue decreased to HK$85.8 million (2025: HK$91.3 million) during the Period. Revenue from digital advertising was HK$83.2 million (2025: HK$88.2 million) and remained a key revenue contributor, accounting for 97.0% (2025: 96.7%) of the Group's total revenue. The Group's net profit was HK$4.2 million (2025: HK$5.9 million). The basic earnings per share was HK0.70 cents (2025: HK0.98 cents). The Group declared an interim dividend of HK1.40 cents (2025: HK1.67 cents) per share for the Period.

BUSINESS REVIEW

The Group is a digital media flagship group, providing one-stop integrated advertising solutions to brand owners and advertising agencies through several digital media platforms. The shares of the Company have been listed on the Main Board of The Stock Exchange of Hong Kong Limited ("**Stock Exchange**") since 17 July 2023 ("**Listing Date**").

The Group has established its online business since 2011. It has recently introduced two media brands, namely "***Healthy Days***" and "***JEZZ***", and currently operates 11 media brands, including "***Weekend Weekly***", ***"Oriental Sunday"***, "***Economic Digest***", "***New Monday***", "***More***", "***GOtrip***", "***Sunday Kiss***", "***Healthy Days***", "***JEZZ***", "***SSwagger***" and "***Madame Figaro***". Each brand has its dedicated content pillars covering dining and local attractions, gourmet and gastronomy, fashion and beauty, travel, entertainment news, kids and parenting, electronic gadgets and gaming, finance and investment, health and wellness, best buy, as well as designer and luxury labels. The target positions of each media brand are as follows:

"***Weekend Weekly***" — Specialises in providing lifestyle content ranging from topical dining trends and discoveries around town to best dining and shopping offers, tips and recommendations, to meet the demands of people from all walks of life.

"***Oriental Sunday***" — A comprehensive wellness and entertainment information platform providing health and wellness tips from specialists of various medical fields, practical household consumption advice and latest entertainment and celebrity news.

"***Economic Digest***" — Provides the latest information on economics, investment, financial markets and personal finance, with the major target audience comprising professional investors, white collars and general public who follow investment and financial markets.

"***New Monday***" — Provides content on the latest social trends, covering topics such as online shopping, online games, electronic gadgets, sports trend, fashion, entertainment news and beauty tips.

"***More***" — Targets a female audience with coverage of topics including fashion, skincare, makeup, nutritious menus for healthy diets and wedding planning.

"***GOtrip***" — Provides comprehensive travel information and suggested itineraries ranging from local excursions, staycation to global destinations.

"***Sunday Kiss***" — Targets young parents with coverage of the latest trends in child-care, parenting and education, as well as shopping tips.

"***Healthy Days***" — A comprehensive health and wellness platform focusing on middle-aged health and family needs. It transforms professional medical knowledge into practical advice covering disease prevention, nutrition and family care.

"***JEZZ***" — Connects audiences with curated merchants, transforms everyday dining and shopping offers into lifestyle inspiration.

"***SSwagger***" — Targets GenZ community with content coverage of active and sustainable lifestyle, music and dance, as well as art and creative design trends.

"***Madame Figaro***" — An upmarket, prestigious platform covering fashion and beauty, aiming to capture the luxury market.

Strong Market Presence with Extensive Coverage

As at 30 June 2026, the Group had 11 media brands, covering 11 websites, 7 mobile applications, 9 fanpages on Facebook, 11 profiles on Instagram, 10 profiles on Threads and 4 profiles on RedNote. The Group has a strong digital presence with millions of subscribers who follow its contents on the websites, mobile applications and third-party social media platforms. This social media engagement creates an ideal platform for advertisers to communicate with and collect feedback from their current and potential consumers and broaden their reach.

During the Period, the Group received several accolades in the 10th Media Convergence Awards, organised by Hong Kong Association of Interactive Marketing, in recognition of its efforts and excellence in using technology to transform and innovate in the delivery of news and information. "***Economic Digest***" received three awards under the Magazine category, namely "Overall — Bronze Award", "Social Media — Silver Award" and "Mobile Applications — Silver Award".

Effective Cost Saving Strategies

Facing the challenging operating environment, the Group maintained prudent financial management with an aim of enhancing operational efficiency. As the Group strived to restructure the sales force and enhance the commission scheme, the percentage of cost of sales over total advertising revenue (other than programmatic advertising) was maintained at a low level of 7.6% (2025: 7.0%) during the Period, which provided a competitive advantage for the Group in the market.

Broad Range of Advertising Products and Services

The Group offers a wide spectrum of advertising products and integrated services on various media platforms including display banners, advertorials and reviews and social newsfeeds, along with creative production and strategic services such as search engine optimisation (SEO) and segment marketing. The Group has an in-house platform team dedicated to analysing audience behaviour on the Group's media platforms via analytics tools for gaining insights into the behaviour and preferences of target audiences. During the Period, the Group secured several new projects and facilitated marketing collaborative campaigns among the advertisers. The Group has made unremitting efforts to enhance the user experience and increase customer satisfaction by boosting search engine success rates and strengthening the competitive edge across media platforms.

Well-established Relationships with Clients Across Different Industries

The Group has been engaged in the media industry in Hong Kong for over 20 years and is renowned for its popular flagship media brands including "***Oriental Sunday***", "***Weekend Weekly***", "***New Monday***" and "***Economic Digest***". With a long history in the advertising business in the print media and an early entry into the digital marketing business, the Group has established an extensive client network. The Group's diverse client portfolio ranges from 4A's and non-4A's advertising agencies, multinational corporations and brand owners to small and medium-sized enterprises, covering a large variety of business sectors, including banks, insurance companies and financial institutions, luxury labels, fashion design and sports brands, cosmetics and wellness brands, electronic gadgets, catering chains, public utilities and government organisations.

PROSPECTS

Having said that the digital advertising will certainly be the key market growth driver, the Group will cautiously review business strategies, and maintain stringent financial discipline and a prudent management philosophy amid the complex environment. As the Group expects that artificial intelligence ("**AI**") will accelerate creative, innovation and marketing campaign opportunities, and will therefore continue devoting resources for driving technological advancements. Meanwhile, the Group will further explore market opportunities by facilitating collaborative campaigns among the advertisers. Leveraging its experienced management team and diversified media brands, the Group will continue to enhance consumer engagements and content production by wider application of automation and AI in campaign management, aiming to further expand its market presence.

FINANCIAL REVIEW

Capital Structure, Liquidity and Financial Resources

Cash and cash equivalents of the Group as at 30 June 2026 amounted to HK$136.3 million (31 December 2025: HK$147.6 million), and were mainly denominated in Hong Kong dollars. As at 30 June 2026, the Group did not have any bank borrowings (31 December 2025: Nil).

As at 30 June 2026, the Group's current assets and current liabilities were approximately HK$183.6 million (31 December 2025: HK$199.6 million) and HK$27.7 million (31 December 2025: HK$34.4 million), respectively. Current ratio and quick ratio of the Group were 6.6 (31 December 2025: 5.8) and 6.6 (31 December 2025: 5.8), respectively.

In view of the Group's financial position as at 30 June 2026, the Board considered that the Group had sufficient working capital for its operations and future development plans.

Exposure to Fluctuation in Exchange Rates

The Group's cash and bank balances, income and expenditure are primarily denominated in Hong Kong dollars, United States dollars ("**USD**") and Renminbi. As at 30 June 2026, the Group had time deposits of approximately USD5.0 million (31 December 2025: Nil). Except for the USD time deposits, the Group was not exposed to significant foreign exchange rate fluctuations during the Period that would have material impacts on its financial performance.

Trade Receivables and Related Ageing Analysis

As at 30 June 2026, the Group's gross trade receivables were approximately HK$45.5 million (31 December 2025: HK$48.8 million). The ageing analysis of the gross trade receivables and their subsequent settlement information are as follows:

	Gross trade receivables as at 30 June 2026 *HK$'000*	**Subsequent settlement as at 16 August 2026** *HK$'000*
Current to past due less than 1 month	22,335	5,087
Past due 1 to 3 months	12,871	5,071
Past due 3 to 6 months	7,712	4,166
Past due 6 to 9 months	1,222	820
Past due over 9 months	247	65
Credit impaired	1,092	–
Total	**45,479**	15,209

As at 16 August 2026, among the gross trade receivables of HK$45.5 million, HK$15.2 million had been settled, with the remaining balances mainly representing current or short-term overdue amounts. The only balances identified as credit-impaired were HK$1.1 million, which remained outstanding.

For the year ended 31 December 2025, the Company had engaged an independent valuer to perform the HKFRS 9 expected credit loss ("**ECL**") assessment using the simplified approach. The valuer grouped the receivables by ageing and determined the ECL rates by reference to historical ageing and settlement patterns, bad debt and write-off records, credit terms and forward-looking macroeconomic factors.

For the Period, the Company assessed the recoverability of the trade receivables outstanding as at 30 June 2026. The assessment for the Period was based on the same factors taken into account for the year ended 31 December 2025. Credit control policy and client acceptance policy were executed for the Period. The management considered that the impairment allowance recognised at period end was adequate.

Initial Public Offering and Use of Proceeds

The Company has been successfully listed on the Main Board of the Stock Exchange on the Listing Date, and raised net proceeds of approximately HK$103.5 million. The actual use of the net proceeds up to 30 June 2026 is set out in the table below:

	Approximate percentage of net proceeds	**Allocation of use of net proceeds** *(HK$ million)*	**Actual use of net proceeds up to 30 June 2026** *(HK$ million)*	**Unutilised net proceeds as at 30 June 2026** *(HK$ million)*	**Expected timetable for use of the unutilised net proceeds**
Expand and enhance product lines and enhance data collection and analytical capabilities	44.5%	46.0	26.2	19.8	By 31 December 2027
Mergers and acquisitions and/or strategic alliances with other media or e-Commerce market players	26.3%	27.2	Nil	27.2	By 31 December 2027
Construct in-house media content management platform	12.5%	13.0	6.1	6.9	By 31 December 2027
General working capital	9.9%	10.2	10.2	Nil	N/A
Repay bank borrowings	6.8%	7.1	7.1	Nil	N/A
Total	**100%**	**103.5**	**49.6**	**53.9**	

As at 30 June 2026, the unutilised net proceeds of approximately HK$53.9 million were held in the form of bank deposits with licensed banks or authorised financial institutions in Hong Kong.

EMPLOYEES AND REMUNERATION POLICY

As at 30 June 2026, the Group had 199 (2025: 200) employees. Total staff costs including Director's remuneration and the other staff costs for the Period were approximately HK$44.1 million (2025: HK$44.5 million). Each employee's remuneration was determined in accordance with the individual's responsibilities, competence and skills, experience and performance as well as market pay levels. Staff benefits include medical insurance, retirement benefits and other competitive fringe benefits.

To provide incentive or rewards to staff, the Company has adopted a share option scheme on 26 June 2023, which became effective on the Listing Date, particulars of which will be set out in the section headed "Share Options" of the interim report of the Company.

INTERIM DIVIDEND

The Board declared an interim dividend of HK1.40 cents (2025: HK1.67 cents) per share for the Period ("**Interim Dividend**"), amounting to HK$8,400,000 (2025: HK$10,020,000). The Interim Dividend will be payable on Monday, 28 September 2026 to shareholders whose names appear on the register of members of the Company on Friday, 11 September 2026 (record date).

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed for the purpose of determining shareholders' entitlement to the Interim Dividend from Thursday, 10 September 2026 to Friday, 11 September 2026 (both days inclusive), during which period no transfer of shares will be registered.

In order to qualify for the Interim Dividend, all properly completed transfer forms accompanied by the relevant share certificates must be lodged with the Company's 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 for registration no later than 4:30 p.m. on Wednesday, 9 September 2026.

CONDENSED CONSOLIDATED STATEMENTS OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the six months ended 30 June 2026

		Six months ended 30 June	
		2026	2025
		(unaudited)	(unaudited)
	Notes	***HK$'000***	*HK$'000*
REVENUE	*4*	**85,842**	91,265
Other income and gains	*4*	**2,287**	2,395
Employee benefit expense		**(44,056)**	(44,466)
Production costs		**(22,793)**	(22,346)
Printing costs		**(1,386)**	(1,164)
Depreciation and amortisation		**(5,852)**	(7,555)
Other expenses, net		**(8,833)**	(10,192)
Finance costs	*6*	**(551)**	(1,169)
PROFIT BEFORE TAX	*5*	**4,658**	6,768
Income tax expense	*7*	**(448)**	(875)
PROFIT FOR THE PERIOD		**4,210**	5,893
Attributable to:			
Owners of the parent		**4,210**	5,893
EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT	*9*		
Basic and diluted (expressed in HK cents per share)		**0.70**	0.98

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2026

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
PROFIT FOR THE PERIOD	**4,210**	5,893
OTHER COMPREHENSIVE INCOME		
Other comprehensive income that may be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of foreign operations	**51**	(17)
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	**4,261**	5,876
Attributable to:		
Owners of the parent	**4,261**	5,876

CONDENSED CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

30 June 2026

	Notes	**30 June 2026 (unaudited)** *HK$'000*	31 December 2025 (audited) *HK$'000*
NON-CURRENT ASSETS			
Property, plant and equipment		**10,493**	12,085
Right-of-use assets		**35,467**	38,871
Intangible assets		**1,281**	1,443
Deposit		**3,215**	3,167
Deferred tax assets		**2,743**	2,497
Total non-current assets		**53,199**	58,063
CURRENT ASSETS			
Trade receivables	*10*	**43,187**	46,646
Prepayments, deposits and other receivables		**2,971**	4,198
Tax recoverable		**310**	310
Pledged bank deposit		**800**	800
Cash and cash equivalents		**136,289**	147,624
Total current assets		**183,557**	199,578
CURRENT LIABILITIES			
Trade payables	*11*	**3,056**	3,298
Other payables and accruals		**15,521**	21,219
Lease liabilities		**7,351**	8,817
Tax payable		**1,787**	1,092
Total current liabilities		**27,715**	34,426
NET CURRENT ASSETS		**155,842**	165,152
TOTAL ASSETS LESS CURRENT LIABILITIES		**209,041**	223,215

	30 June 2026 (unaudited) *HK$'000*	31 December 2025 (audited) *HK$'000*
NON-CURRENT LIABILITIES		
Lease liabilities	**28,541**	31,976
Provision	**6,557**	6,557
Total non-current liabilities	**35,098**	38,533
Net assets	**173,943**	184,682
EQUITY		
Equity attributable to owners of the parent		
Issued capital	**6,000**	6,000
Reserves	**167,943**	178,682
Total equity	**173,943**	184,682

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the six months ended 30 June 2026

1. BASIS OF PREPARATION

The unaudited condensed consolidated financial statements for the six months ended 30 June 2026 have been prepared in accordance with the applicable disclosure requirements of Appendix 16 to the Rules Governing the Listing of Securities on the Stock Exchange ("**Listing Rules**") and Hong Kong Accounting Standard ("**HKAS**") 34 "Interim Financial Reporting" issued by the Hong Kong Institute of Certified Public Accountants ("**HKICPA**"). The condensed consolidated financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual consolidated financial statements for the year ended 31 December 2025.

The unaudited condensed consolidated financial statements have been prepared on the historical cost convention. The unaudited condensed consolidated financial statements are presented in Hong Kong dollars ("**HK$**") and all values are rounded to the nearest thousand except when otherwise indicated.

2. CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

The condensed consolidated financial statements for the six months ended 30 June 2026 have been prepared in accordance with the accounting policies adopted in the Group's annual consolidated financial statements for the year ended 31 December 2025, except for the following amended HKFRS Accounting Standards which are effective as of 1 January 2026.

Amendments to HKFRS 9 and HKFRS 7	*Amendments to the Classification and Measurement of Financial Instruments*
Amendments to HKFRS 9 and HKFRS 7	*Contracts Referencing Nature-dependent Electricity*
Amendments to HKFRS Accounting Standards	*Annual Improvements to HKFRS Accounting Standards — Volume 11*

The adoption of these amended HKFRS Accounting Standards had no material impact on how the results and financial position of the Group for the current and prior periods have been prepared and presented.

3. OPERATING SEGMENT INFORMATION

The Group principally focuses on the digital and print media businesses and magazine and book publishing. Information reported to the Group's chief operating decision maker, for the purpose of resources allocation and performance assessment, focuses on the operating results of the Group as a whole as the Group's resources are integrated and no discrete operating segment information is available. Accordingly, no operating segment information is presented.

Geographical information

(a) Revenue from external customers

Substantially all of the Group's revenues from external customers during the six months ended 30 June 2026 and 2025 were attributed to Hong Kong based on the location in which the relevant Group's activities which generated such revenues were carried out.

(b) Non-current assets

Substantially all of the Group's non-current assets as at the end of the reporting period were located in Hong Kong based on the location of the assets.

4. REVENUE, OTHER INCOME AND GAINS

An analysis of revenue is as follows:

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Revenue from contracts with customers		
Disaggregated revenue information		
Types of goods or services		
Digital advertising (other than programmatic advertising)	**76,708**	82,397
Programmatic advertising	**6,538**	5,839
	83,246	88,236
Print advertising	**1,547**	1,894
Circulation	**1,049**	1,135
Total revenue from contracts with customers	**85,842**	91,265
Timing of revenue recognition		
At a point in time	**46,816**	58,817
Over time	**39,026**	32,448
Total revenue from contracts with customers	**85,842**	91,265

4. REVENUE, OTHER INCOME AND GAINS (Continued)

The following table shows the amounts of revenue recognised that were included in the contract liabilities at the beginning of the reporting period and recognised from performance obligations satisfied:

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Revenue recognised that was included in contract liabilities at the beginning of the reporting period:		
Circulation	**118**	148
Digital advertising	**2,035**	1,525
	2,153	1,673
Revenue recognised from performance obligations satisfied in previous periods:		
Sales of goods not previously recognised due to constraints on variable consideration	**8**	–

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Other income and gains		
Bank interest income	**1,676**	1,930
Accretion of interest on rental deposit paid	**48**	46
Government subsidies	**–**	75
Commission income	**33**	28
Licensing of content	**13**	23
Sales of scrap	**5**	14
Others	**512**	279
	2,287	2,395

5. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging/(crediting):

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Cost of goods sold and other services rendered	**24,179**	23,510
Depreciation of property, plant and equipment	**1,632**	2,297
Depreciation of right-of-use assets	**3,722**	4,855
Amortisation of intangible assets	**498**	403
Lease payments not included in the measurement of lease liabilities	**50**	48
Employee benefit expense (including directors' and chief executive's remuneration):		
Salaries, bonuses, allowances and other benefits	**42,528**	42,851
Pension scheme contributions (defined contribution schemes)	**1,528**	1,615
	44,056	44,466
Impairment of trade receivables, net	**82**	494
Foreign exchange differences, net	**(20)**	(20)

6. FINANCE COSTS

An analysis of finance costs is as follows:

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Interest on lease liabilities	**551**	1,169

7. INCOME TAX

Hong Kong profits tax has been provided at the rate of 16.5% (2025: 16.5%) on the estimated assessable profits arising in Hong Kong during the period. For the subsidiary in Chinese Mainland, Corporate Income Tax has been provided at the rate of 25% (2025: 25%) during the period.

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Current — Hong Kong		
Charge for the period	**694**	1,227
Deferred	**(246)**	(352)
	448	875

8. DIVIDEND

The Board declared an interim dividend of HK1.40 cents (2025: HK1.67 cents) per share for the Period, amounting to HK$8,400,000 (2025: HK$10,020,000).

9. EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic earnings per share amounts is based on the profit for the Period attributable to ordinary equity holders of the parent of HK$4,210,000 (2025: HK$5,893,000) and the weighted average number of ordinary shares of 600,000,000 outstanding during the Period (2025: 600,000,000).

The Group had no potentially dilutive ordinary shares in issue during both periods.

The calculation of basic and diluted earnings per share is based on:

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
	HK$'000	*HK$'000*
Earnings		
Profit attributable to ordinary equity holders of the parent, used in the basic and diluted earnings per share calculations	**4,210**	5,893

	Number of shares	
	2026	2025
	(unaudited)	(unaudited)
Shares		
Weighted average number of ordinary shares outstanding during the period used in the basic and diluted earnings per share calculations	**600,000,000**	600,000,000

10. TRADE RECEIVABLES

An ageing analysis of the trade receivables of the Group as at the end of the reporting period, based on the invoice date, is as follows:

	30 June 2026	31 December 2025
	(unaudited)	(audited)
	HK$'000	*HK$'000*
Within 1 month	**17,036**	16,307
1 to 3 months	**15,431**	16,701
3 to 6 months	**8,780**	11,484
Over 6 months	**1,940**	2,154
	43,187	46,646

11. TRADE PAYABLES

An ageing analysis of the trade payables as at the end of the reporting period, based on the invoice date, is as follows:

	30 June 2026	31 December 2025
	(unaudited)	(audited)
	HK$'000	*HK$'000*
Less than 30 days	**2,759**	2,911
30 to 90 days	**226**	321
More than 90 days	**71**	66
	3,056	3,298

Trade payables are non-interest-bearing and are normally settled on terms of 30 to 90 days.

12. FAIR VALUE AND FAIR VALUE HIERARCHY

At the end of the Period, the carrying amounts of the Group's financial assets and financial liabilities reasonably approximated to their fair values.

The fair values of the financial assets and liabilities are included at the amount at which the instrument could be exchanged in a current transaction between willing parties, other than in a forced or liquidation sale. The following methods and assumption were used to estimate the fair values:

The fair values of cash and cash equivalents, pledged bank deposit, trade receivables, financial assets included in prepayments, deposits and other receivables, trade payables, financial liabilities included in other payables and accruals approximate to their carrying amounts largely due to the short-term maturities/are repayable on demand or the effect of discounting is not material.

The fair values of the non-current portion of financial assets included in deposit had been calculated and assessed mainly by discounting the expected future cash flows using rates currently available for instruments with similar terms, credit risk and remaining maturities, as appropriate. The changes in fair value as a result of the Group's own non-performance risk at the end of the reporting period were assessed to be insignificant.

REVIEW OF INTERIM RESULTS

The condensed consolidated financial statements of the Group for the Period have not been reviewed nor audited by the Company's auditor, Cheng & Cheng Limited, but have been reviewed by the audit committee of the Company, which comprises three independent non-executive Directors.

CORPORATE GOVERNANCE CODE COMPLIANCE

The Company complied with all code provisions of the Corporate Governance Code as set out in Appendix C1 to the Listing Rules throughout the Period.

MODEL CODE FOR SECURITIES TRANSACTIONS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers ("**Model Code**") as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding Directors' securities transactions. Having made specific enquiry of the Directors, all of them confirmed that they have complied with the required standard of dealings as set out in the Model Code throughout the Period.

Relevant employees who are likely to be in possession of unpublished price-sensitive information of the Group are also subject to compliance with written guidelines in line with the Model Code. No incident of non-compliance by relevant employees was noted throughout the Period.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

Neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities during the Period.

PUBLICATION OF THE UNAUDITED INTERIM RESULTS AND INTERIM REPORT

This interim results announcement is published on the websites of the Stock Exchange (https://www.hkexnews.hk) and the Company (https://www.NewMediaLab.com.hk). The interim report of the Company for the Period will be published on the aforesaid websites in due course.

By order of the Board
New Media Lab Limited
Yeung Ching Loong, Alexander
Chairman

Hong Kong, 26 August 2026

As at the date of this announcement, the Board comprises:

Executive Directors:	Mr. Yeung Ching Loong, Alexander Mr. Lee Yat Pui, Royce Ms. Fan Man Seung, Vanessa
Independent Non-executive Directors:	Ms. Cheng Ka Yu Mr. Mak Kam Chiu Mr. Niu Zhongjie