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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 on Medialink Group Limited's investment in
Hong Kong based rising content production company
S11 Partners Limited

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 delighted to announce that on 10 March 2024, one of our subsidiaries has entered into a share subscription agreement (the “**Agreement**”) with veteran Chinese-language content producers Cora Yim (嚴嘉念) and Benjamin Lin (林秉聿), founders of S11 Partners Limited (“**S11**”), for the subscription of a 10% interest in the enlarged issued share capital of S11, subject to certain conditions specified in the Agreement. Following the Group's self-production of the Taiwan drama series “49 Days With A Merman” in 2022, the Group's investment in S11 will enhance our content production capability and foster the cultivation of creative talents. This investment will also create new growth opportunities in content production and distribution.

S11 is a company incorporated in Hong Kong with business operations in Hong Kong and Taiwan. Cora and Benjamin are the executive producers for the drama program “Taiwan Crime Stories” which won the 58th Golden Bell awards in 2023. Our Group distributed this drama program to the streaming platform Disney+ in the same year.

The Group's vision is to become Asia's leading IP management company. The Board considers that the Group's investment in S11 is consistent with the Group's five-year strategic plan for new investment and business development, as well as the Group's ongoing commitment to nurturing talents in the industry.

As all the applicable percentage ratios (as defined in Rule 14.07 of the Rules Governing the Listing of Securities on the Stock Exchange, the “**Listing Rules**”) in respect of the investment are less than 5%, the investment does not constitute a notifiable transaction under the Listing Rules. Accordingly, this announcement is made by the Company on a voluntary basis.

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

Hong Kong, 11 March 2024

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.