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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 our Brand Licensing Business — Medialink enables the production of a new Chinese animated film of “Le Petit Prince” as China-France Diplomatic Relations entered the next 60 years.

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, as the exclusive licensing agent of “Le Petit Prince” in Greater China, Japan and Southeast Asia, has enabled the production of a new Chinese animated film of “Le Petit Prince” to coincide with the beginning of the next 60 years of China-France Diplomatic Relations. The D’AGAY — SAINT EXUPERY ESTATE, El Pajaro Pictures Shanghai Ltd. Co. (“**El Pajaro**”) and the Group have entered into an agreement allowing El Pajaro to produce a new animated film in Chinese titled “Le Petit Prince — Xiao Wangzi”, all designed and produced in China.

Mr. Li Jihong, the legal representative of El Pajaro, is the screen writer and film director of “Le Petit Prince” and he is also the translator of “Le Petit Prince”, the only Chinese version recommended by the D’AGAY — SAINT EXUPERY ESTATE, the owner of “Le Petit Prince”. El Pajaro focuses on the development and production of animated films with the support of CCTV Animation Group Limited. On 6 August 2024, El Pajaro participated in the “Power of Chinese Animation · Drawing the Future Together: 2024 CMG Animation Innovative Project Conference” (the “**Conference**”), organized by China Media Group.

During the Conference, it was announced that production of the Chinese animated film “Le Petit Prince” has begun, Mr. Olivier d’Agay, President of the D’AGAY — SAINT EXUPERY ESTATE, serving as a consultant.

“Le Petit Prince”, a short novel written by Antoine de Saint Exupéry and published in 1943, is a timeless and globally renowned classic brand. The book has sold over 200 million copies worldwide and has been translated into over 571 official languages. “Le Petit Prince” has collaborations with various categories of licensees in Greater China, Japan and Southeast Asia, such as publishing, clothing, household products, and lifestyle accessories.

The Board is of the view that the Group having been the exclusive licensing agent of “Le Petit Prince” for over 20 years, enabling the production of the new Chinese animated film of “Le Petit Prince”, utilizing its expertise in intellectual property management for the promotion of cultural exchange, enhancing the brand “Le Petit Prince”, and boosting the Group’s agency services revenue, will strengthen its position in sustainable business development and expand the scope of the brand licensing business, which is in line with the Group’s development strategy.

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

Hong Kong, 6 August 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.