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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**  
**NEW SUBSIDIARY ESTABLISHED IN JAPAN FOR**  
**STRATEGIC BUSINESS DEVELOPMENT**

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 a new subsidiary “Medialink Japan 株式会社” was officially established in Japan on 8 August 2025, marking an important milestone in our ongoing “GO GLOBAL” strategy for business development. As the Group is a leading intellectual property (IP) management company in Asia, this new subsidiary will enlarge our Group’s IP management eco-system by exploring opportunities in (i) merger and acquisitions or strategic investments in IP-related companies in Japan, (ii) co-investment in Japanese IPs and (iii) strategic partnerships with Japanese IPs owners and licensors. The new subsidiary will also enhance our revenue stream by introducing a wider variety of non-Japanese IP into the Japanese market. We believe that this expansion will not only strengthen our competitive advantage but also widen our sales network and lay a solid foundation for the Group’s future.

The Board is of the view that the establishment of new subsidiary in Japan for strategic business development will enhance the Group's eco-system in building a sustainable business model and aligns with our corporate strategy of strategic investment in IPs and new business opportunities.

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

Hong Kong, 17 September 2025

*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.*