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Medialink[®]
羚邦

MEDIALINK GROUP LIMITED
羚邦集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2230)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of Medialink Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and investors that based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the six months ended 30 September 2019 (“**the Interim Period**”), the Group expects to record a significant decrease in revenue and profit attributable to equity holders of the Company for the six months ended 30 September 2019 as compared to the same period in 2018 due to (i) unfavourable global economic outlook resulting in less revenue from Media Content Distribution Business, and (ii) increase in staff costs, the one-off listing expenses, and increase in professional expenses for compliance recognized for the Interim Period. The decrease was partially offset by an increase in revenue from Brand Licensing Business with sustained business growth. The gross profit margin remains roughly the same as last period.

As at the date of this announcement, the Group’s financial position remains healthy with sufficient cash on hand which includes the fund raised from listing, to meet current business needs and development.

The Company is still in the process of finalising the unaudited consolidated financial results of the Group for the six months ended 30 September 2019. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited consolidated management accounts of the Group for the six months ended 30 September 2019 and the information currently available to the Board, which have not been confirmed or reviewed by the Company's auditors. Details of the Company's interim results for the six months ended 30 September 2019 will be disclosed in the interim results announcement, which is expected to be published by the end of November 2019.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
MEDIALINK GROUP LIMITED
Chiu Siu Yin Lovinia
Chairman and Executive Director

Hong Kong, 13 November 2019

As at the date of this announcement, the executive Directors are Ms. Chiu Siu Yin Lovinia, Mr. Cheung Wai Kit, Mr. Ma Ching Fung, Ms. Chiu Siu Fung Noletta, the non-executive Director is Ms. Wong Hang Yee, JP, and the independent non-executive Directors are Ms. Leung Chan Che Ming Miranda, Mr. Fung Ying Wai Wilson and Mr. Wong Kam Pui, JP.

Note: If there is any inconsistency between the English and Chinese versions of this document, the English version shall prevail.