

MEDIALINK GROUP LIMITED

羚邦集團有限公司

(Incorporated in the Cayman Islands with limited liability)

Environmental, Social, and Governance (ESG) Policy

(Internal Use Only)

1. Objective

Medialink Group Limited (the “Company”) and its subsidiaries (collectively the “Group”) are committed to operating its business in an environmentally, socially and economically responsible manner. The Group strive to achieve sustainable growth and social prosperity while preserving the local environment and acting on climate change. Together with all our stakeholders, the Group endeavour to contribute and promote sustainable development in the long-term. All our group companies, affiliates, suppliers and business partners etc. are encouraged to make reference to the principles of this policy, where applicable.

2. Scope of Application

To assist the Board and management of the Company in the following aspects:

- Establish effective risk management on ESG matters;
- Develop ESG strategies;
- Manage and monitor ESG risks;
- Identify key performance indicators and related metrics; and
- Comply with the environmental, social and governance reporting guide (the “ESG Guide”) in Appendix 27 to the Main Board Listing Rules and related disclosure requirements in the ESG report

3. ESG Philosophy of the Company

ESG is not a slogan but a responsibility for everyone in the Group. Townhall meetings within the Group are conducted annually to communicate the importance and the Group’s ESG management approach, strategies and policies with employees.

Tailored for the Group’s business, 5Cs (Creativity, Content, Character, Care and Contribution) are emphasized and adopted to drive the Group’s commitment in ESG in addition to adoption of green office wherever we operate.

- *Creativity - to find creative ways to meet the ESG goals*

- *Content – to bring positive messages to the audience by distribution of our content*
- *Character – to advocate positive change through licensing each character*
- *Care – to spread love and care to everyone*
- *Contribution – to contribute to society and local communities actively as a good corporate citizen*

4. Governance Structure of ESG

The Group establishes an ESG governance structure, which consists of Board of directors (the “Board”) and ESG Team.

4.1 Board of directors

- The Board has overall responsibility for assessing and determining the Group's ESG-related risks and supervise ESG Core Team of the Company in designing, implementing, and monitoring effective ESG risk management and the work of internal control system in order to resolve ESG related issues.
- The Board may delegate its authority to Executive Committee of the Company for appointing ESG Team members, preparing ESG report, reviewing its performance and modifying the ESG Team’s composition as appropriate.
- The Board ensures adequate resources are available for each department to enable it to adequately and appropriately discharge its ESG-related responsibilities.
- The Board is responsible for establishing, adopting and evaluating the Group’s ESG targets, strategies and policies.
- The Board oversees the Group's performance in achieving the planned ESG targets and adopt and revise its ESG strategies according to the actual situation.
- The Board sets key KPIs for ESG goals and reviews actual ESG results against targets at least at the end of each year to assess the effectiveness of KPI performance in the Company.

- The Board conducts annual review of ESG targets to ensure that it still fits the needs of the Group.
- Prior to publication of ESG Report, the Board is responsible for reviewing and approving the report and ensuring that the ESG report is truthful, fair and compliant with ESG reporting guidelines.
- The Board may engage external professional advisors as necessary to provide professional advice and assistance in managing ESG related issues.

4.2 ESG Team

- ESG Team consists of ESG Core Team and ESG Working Team (See Appendix I - ESG governance structure).
- Members of the ESG Core Team include Chief Executive Officer, Chief Financial Officer, Head of Human Resources & Administration, and all Division Heads.
- The ESG Core Team and ESG Working Team are led by the Chief Executive Officer. Each Division Head is a sub-team leader to lead its ESG working team to execute Company's ESG activities.
- ESG Core Team is responsible for assisting the Board in implementing ESG policy and continuously monitoring its implementation.
- Head of Human Resources & Administration is responsible for collecting data from relevant divisions and developing procedures for collecting relevant ESG data.
- ESG Core Team conducts internal and external liaison with the concerned parties on matters related to quality, environment, and occupational health and safety management systems, and conducts materiality assessments.
- ESG Core Team is responsible for the investigation of discrepancies between the Group's ESG actual performance and its ESG targets, and communication with relevant divisions in a timely manner and taking follow-up measures.
- ESG Core Team reports to the Board on the effectiveness of the ESG system and related major issues on an annual basis on ESG performance and recommendations for system improvement.

- ESG Core Team provides the Board with updated information on ESG-related legal and regulatory requirements regularly

ESG Core Team is responsible for preparing ESG report in accordance with the ESG Reporting Guidelines and with the assistance of external professional advisors as necessary.

5. Our ESG Management Approach and Targets

The Group is committed to strengthening communication with stakeholders and pays close attention to the impact of the Group on the operating environment and society. The Group maintains close contact with its employees, suppliers and customers, to understand their concerns and work together to find solutions. In addition to achieving business goals and objectives, the Group also pays attention to environmental protection, and social participation.

The Group is committed to continuously improving its ESG strategy, in order to enhance the operational efficiency and develop more diversified development environment.

The Group conducts a risk assessment at least once a year, which facilitates the development of ESG strategy and identification of the events that could negatively impact the Group's image or create short-, medium- and long-term risks to the Group

The Group's ESG goal is to maintain low levels of energy consumption and emissions in every business process, and strive to improve operational efficiency, and take steps to reduce the environmental impact on its day-to-day operations.

The Group pays close attention to any event that may cause harm to stakeholders, such as employees, customers, governments, suppliers and communities, and analyses the impact of the problem on the group and the respective responsibilities.

The Group sets for each key and relevant KPI according to the Appendix 27 - ESG Guide, such as emission target, waste reduction target, energy usage efficiency target, and water consumption efficiency target etc. and sets and implements appropriate steps to achieve these targets. In addition, the Group uses these targets to assess year-end ESG results and evaluates corrective actions if necessary.

ESG Core Team is responsible for the investigation of discrepancies between the Group's ESG actual performance and its ESG targets, and communication with

the Board in a timely manner for revising the ESG strategy.

Group conducts annual review of key KPIs related to ESG targets to ensure they are still relevant and can fulfil the group's requirements.

6. Participation of Stakeholders and Importance Evaluation

The ESG Team uses various communication channels to understand and identify areas of stakeholders' potential concerns to stakeholders, and report the stakeholders' participation and result to the Board.

The Group's key stakeholders and the various communication channels are as follows:

Stakeholders	Areas for attention	Communication and response
Hong Kong Exchanges and Clearing Limited	Comply with listing rules and make announcements in a timely and accurate manner	Training and seminars, conferences, announcement & website
Government and Regulatory Authorities	Comply with laws and regulations, pay taxes according to law, return filing and disclosure of information	Interactions and inspections, government inspections, tax returns and other information
Investors	Corporate governance system, business strategy and performance, return on investment	Annual General meeting, financial reports, announcement, and website
Suppliers	Payment schedule, demand stability, compliance operation, and product and service quality	Site visit and meeting
Media and the public	Corporate governance, environmental protection, product quality and human rights	Company website
Customers	Product/service quality, fair and reasonable price, and service value	Site visit and meeting
Employees	ESG management approach, strategies and policies	Townhall meetings,

	Safety of working environment, rights and benefits, training, and career development, working hours, labor protection and occupational safety and health	team activities, training, interviews, employee handbooks and internal memos/ guideline
Community	Community Environment, Employment and Community Development, and Social Welfare Services	Organizing community events/ activities, employee volunteer activities and community welfare services, sponsorships, and donations

ESG Team conducts materiality assessment based on stakeholders' feedback to identify ESG areas that are critical to the Group's business and reports to the Board.

7. Risk Assessment

The Board conducts an enterprise risk assessment ("ERA") at least annually to ensure ESG risks are identified, assessed, measured, and monitored:

- Stakeholders and the environment are well-protected and not adversely affected by any potential risks in business operations;
- Minimize the possibility of loss or damage to assets or financial loss to the Group and its key stakeholders by identifying and controlling risks
- Identify and exploit opportunities to improve existing programs and goals without compromising business goals

The Group may engage professional consultant to assist the Board in conducting the ERA if necessary.

About the preparation of ESG reports

8. Reporting Period

The Group prepares and publishes its ESG report annually. The ESG report covers the overall environmental and social performance of the Group's core business for the financial year from 1 April to 31 March.

9. Reporting Framework

ESG report should be prepared in accordance with the ESG Guide in Appendix 27 to the Main Board Listing Rules.

ESG report comprises two levels of disclosure obligations: (a) mandatory disclosure requirements; and (b) “comply or explain” provisions according to the ESG Guide. The mandatory disclosure requirements are covered in “10. Reporting Scope and Principle” and “12. Aspects of ESG Report Disclosure” of this Policy. The Company must include such information for the period covered by the ESG report.

“Comply or explain” provisions are set out in Appendix II of this Policy. The Company must report on the “comply or explain” provisions of the ESG Guide. If the Company does not report on one or more of these provisions, it must provide considered reasons in its ESG report.

The Company must publish its ESG report on an annual basis and regarding the same period covered in its annual report. The ESG report may be presented as information in the Company’s annual report or in a separate report. Regardless of the format adopted, the ESG report must be published on the Exchange’s website and the Company’s website.

Where the ESG report does not form part of the Company’s annual report:

The Company must notify the intended recipient of:

- (i) the presence of the ESG report on the website;
- (ii) the address of the website;
- (iii) the place on the website where it may be accessed; and
- (iv) how to access the ESG report.

Notwithstanding the above, the Company shall promptly provide a shareholder with an ESG report in printed form upon its specific request.

ESG reports are required to be filed within five months of the end of the Company’s financial year.

10. Reporting Scope and Principles

The reporting scope of the ESG report covers the Group’s business. If there is a change in the next reporting period, the Group must explain the difference and the reasons for the change in the ESG report.

The following Reporting Principles underpin the preparation of an ESG report, informing the content of the report and how information is presented. The Company follows these Reporting Principles in the preparation of an ESG report:

(1) Materiality:

The threshold at which ESG issues determined by the Board are sufficiently important to investors and other stakeholders that they should be reported.

(2) Quantitative:

KPIs in respect of historical data need to be measurable. The Company should set targets (which may be actual numerical figures or directional, forward-looking statements) to reduce a particular impact. In this way the effectiveness of ESG policies and management systems can be evaluated and validated. Quantitative information should be accompanied by a narrative, explaining its purpose, impacts, and giving comparative data where appropriate.

(3) Balance:

The ESG report should provide an unbiased picture of the Company's performance. The report should avoid selections, omissions, or presentation formats that may inappropriately influence a decision or judgment by the report readers.

(4) Consistency:

The Company should use consistent methodologies to allow for meaningful comparisons of ESG data over time.

In addition, a description or explanation of the application of each of the above reporting principles is included in the ESG report.

11. Preparation of ESG Report

ESG Core Team is responsible for preparing ESG report. The Group may engage one or more independent consultants to prepare the report if necessary.

The Group may seek an independent review to enhance the credibility of the disclosed ESG information. Subject to independent review, the levels of review, scope and procedures used for the review are clearly described in the ESG report.

ESG Team should prepare ESG report based on supporting documents and internal records.

Prior to publication of ESG Report, the Board is responsible for reviewing and approving the report and ensuring that the ESG report is truthful, fair and compliant with ESG reporting guidelines.

A description or explanation of the application of each of the above reporting principles is included in the ESG report.

12. Aspects of ESG Report Disclosure

Governance Structure

A statement from the Board containing the following elements:

- (i) a disclosure of the Board's oversight of ESG issues;
- (ii) the Board's ESG management approach and strategy, including the process used to evaluate, prioritise and manage material ESG-related issues (including risks to the Company's businesses); and
- (iii) how the Board reviews progress made against ESG-related goals and targets with an explanation of how they relate to the Company's businesses.

Reporting Boundary

A narrative explaining the reporting boundaries of the ESG report and describing the process used to identify which entities or operations are included in the ESG report. If there is a change in the scope, the Company should explain the difference and reason for the change.

"Comply or explain" Provisions

For subject areas, aspects, general disclosures and KPIs, The Company must report pursuant to the "comply or explain" provisions of the ESG Guide in ESG report. Please refer to Appendix II - Part C: "Comply or explain" Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules.

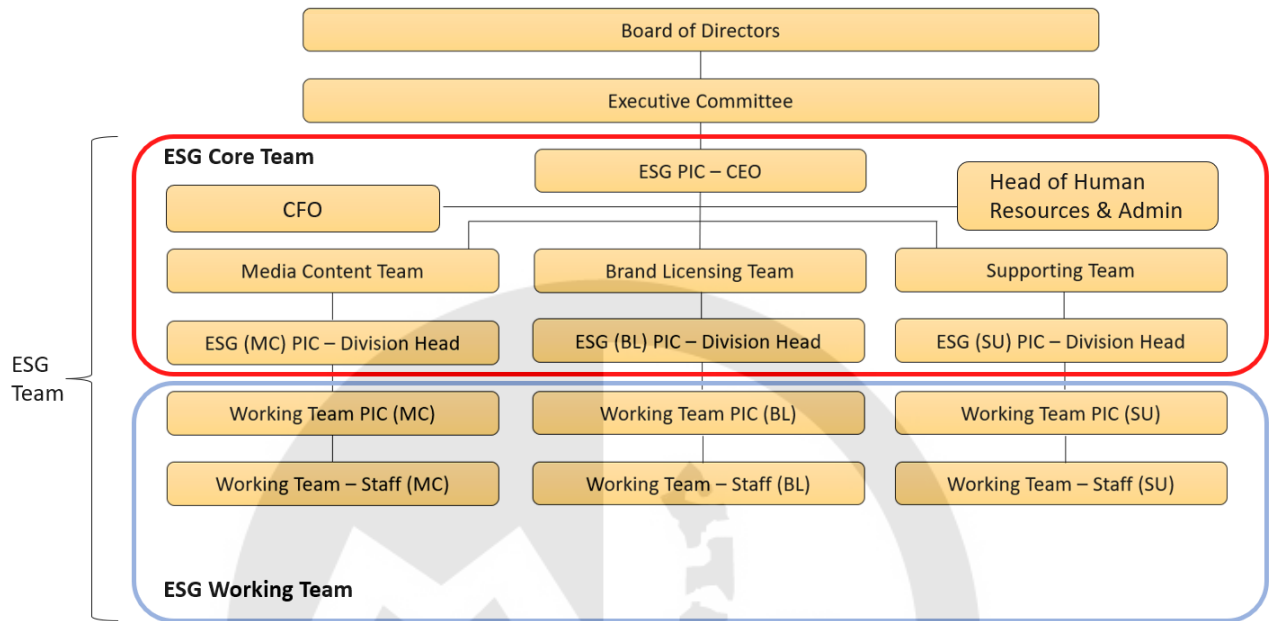
13. Retention of Documents

The Human Resources and Administrative Division is responsible for keeping all internal records and related data of ESG report.

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Last update: 10 May 2022

Appendix I - ESG governance structure



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Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules

Part C: “Comply or explain” Provisions

Subject Areas, Aspects, General Disclosures and KPIs	
A. Environmental	
Aspect A1: Emissions	General Disclosure
	Information on:
	(a) the policies; and
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer
	relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.
	<i>Note: Air emissions include NO_x, SO_x, and other pollutants regulated under national laws and regulations.</i>
	<i>Greenhouse gases include carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride.</i>
<i>Hazardous wastes are those defined by national regulations.</i>	
KPI A1.1	The types of emissions and respective emissions data.
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).
KPI A1.5	Description of emissions target(s) set and steps taken to achieve them.

Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules (Continued)

Subject Areas, Aspects, General Disclosures and KPIs		
	KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.
Aspect A2: Use of Resources	<p>General Disclosure</p> <p>Policies on the efficient use of resources, including energy, water and other raw materials.</p> <p><i>Note: Resources may be used in production, in storage, transportation, in buildings, electronic equipment, etc.</i></p>	
	KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).
	KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).
	KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.
	KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.
	KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.
Aspect A3: The Environment and Natural Resources	<p>General Disclosure</p> <p>Policies on minimising the issuer’s significant impacts on the environment and natural resources.</p>	
	KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.

Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules (Continued)

Subject Areas, Aspects, General Disclosures and KPIs		
Aspect A4: Climate Change	General Disclosure	
	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	
	KPI A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.
B. Social		
Employment and Labour Practices		
Aspect B1: Employment	General Disclosure	
	Information on:	
	<p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.</p>	
	KPI B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.
	KPI B1.2	Employee turnover rate by gender, age group and geographical region.

Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules (Continued)

Subject Areas, Aspects, General Disclosures and KPIs		
Aspect B2: Health and Safety	General Disclosure	
	Information on:	
	(a)	the policies; and
	(b)	compliance with relevant laws and regulations that have a significant impact on the issuer
	relating to providing a safe working environment and protecting employees from occupational hazards.	
	KPI B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.
	KPI B2.2	Lost days due to work injury.
	KPI B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.
Aspect B3: Development and Training	General Disclosure	
	Policies on improving employees’ knowledge and skills for discharging duties at work. Description of training activities.	
	<i>Note: Training refers to vocational training. It may include internal and external courses paid by the employer.</i>	
	KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).
	KPI B3.2	The average training hours completed per employee by gender and employee category.

Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules (Continued)

Subject Areas, Aspects, General Disclosures and KPIs		
Aspect B4: Labour Standards	General Disclosure	
	Information on:	
	(a) the policies; and	
	(b) compliance with relevant laws and regulations that have a significant impact on the issuer	
	relating to preventing child and forced labour.	
	KPI B4.1	Description of measures to review employment practices to avoid child and forced labour.
	KPI B4.2	Description of steps taken to eliminate such practices when discovered.
Operating Practices		
Aspect B5: Supply Chain Management	General Disclosure	
	Policies on managing environmental and social risks of the supply chain.	
	KPI B5.1	Number of suppliers by geographical region.
	KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.
	KPI B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.
	KPI B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.

Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules (Continued)

Subject Areas, Aspects, General Disclosures and KPIs		
Aspect B6: Product Responsibility	General Disclosure	
	Information on:	
	(a)	the policies; and
	(b)	compliance with relevant laws and regulations that have a significant impact on the issuer
	relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	
	KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.
	KPI B6.2	Number of products and service related complaints received and how they are dealt with.
	KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.
	KPI B6.4	Description of quality assurance process and recall procedures.
	KPI B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.

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Appendix II - Part C: “Comply or explain” Provisions extracted from the Appendix 27 - ESG Guide to the Main Board Listing Rules (Continued)

Subject Areas, Aspects, General Disclosures and KPIs		
Aspect B7: Anti-corruption	General Disclosure	
	Information on:	
	(a)	the policies; and
	(b)	compliance with relevant laws and regulations that have a significant impact on the issuer
	relating to bribery, extortion, fraud and money laundering.	
	KPI B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.
	KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.
	KPI B7.3	Description of anti-corruption training provided to directors and staff.
Community		
Aspect B8: Community Investment	General Disclosure	
	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	
	KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).
	KPI B8.2	Resources contributed (e.g. money or time) to the focus area.