



(Company Registration No. 201108844H)

ANNOUNCEMENT

NON-BINDING MEMORANDUM OF UNDERSTANDING WITH NEUSOFT EDUCATION TECHNOLOGY CO. LIMITED

The Board of Directors (the “**Directors**” or the “**Board**”) of NoonTalk Media Limited (the “**Company**”) and together with its subsidiaries (the “**Group**”), wishes to announce that the Company has entered into a non-binding Memorandum of Understanding (“**MOU**”) with Neusoft Education Technology Co. Limited (“**Neusoft Education**”), a subsidiary of HKEX-listed Neutech Group Limited (HKEX: 9616), to explore opportunities for collaboration in artificial intelligence (“**AI**”), AI-generated content (“**AIGC**”) and other digital transformation-related initiatives.

INFORMATION ON NEUSOFT EDUCATION

Neusoft Education is a China-based provider of digital talent development, professional training services and technology-enabled education solutions. Supported by the industrial and technological expertise of Neutech Group Limited, it focuses on cultivating talent in areas such as information technology, digital media technology and health technology.

It operates three application-oriented universities in China and has collaborated with more than 900 universities and vocational institutions nationwide, and undertaken more than 300 national-level training projects. Through its educational platforms, digital learning solutions, curriculum development capabilities and industry-academia partnerships, it supports digital talent development and workforce capabilities in areas such as AI and AIGC, software engineering, cloud computing, big data, cybersecurity and digital transformation.

RATIONALE AND KEY TERMS OF THE MOU

The collaboration brings together Neusoft Education's expertise in information technology, curriculum development and digital talent development with the Group's strengths in market development, localisation and industry partnerships. Under the MOU, the parties intend to explore opportunities to jointly develop and promote AI- and AIGC-related programmes, facilitate knowledge sharing and capability development, and explore opportunities in areas such as emerging digital technologies and digital transformation in Singapore, Asia (excluding China) and the Middle East. Neusoft Education will provide technical expertise and curriculum resources, while the Group will support the localisation, promotion and market development of these programmes through its regional networks and industry partnerships.

The proposed collaboration is aligned with the Group's strategy of strengthening its digital content creation and production capabilities, expanding its AI- and AIGC-related expertise and fostering strategic partnerships with complementary businesses.

Mr Zheng Le (郑乐), Deputy Chief Executive Officer of NoonTalk Media Limited says, “This collaboration reflects our continued focus on strengthening our digital content creation and production capabilities while expanding our AI- and AIGC-related expertise. By combining our strengths with Neusoft Education's technology and talent development capabilities, we hope to create opportunities to enhance



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our service offerings, foster innovation and strengthen our competitiveness in the evolving media and entertainment landscape.”

INTERESTS OF DIRECTORS AND SUBSTANTIAL SHAREHOLDERS

None of the Directors or substantial shareholders of the Company has any interest, direct or indirect, in the matters contemplated under the MOU, other than through their respective shareholdings in the Company, if any.

CAUTIONARY STATEMENT AND FURTHER ANNOUNCEMENTS

The MOU provides a framework for the parties to explore potential areas of collaboration. Any specific project or commercial arrangement arising from the proposed collaboration will be subject to further discussions and the execution of definitive agreements between the parties.

As at the date of this announcement, no definitive agreement has been entered into. The Group will make further announcements, where appropriate, if there are any material developments in relation to the proposed collaboration, in accordance with the requirements of the Catalist Rules.

BY ORDER OF THE BOARD

Dasmond Koh Chin Eng
Executive Director and Chief Executive Officer

30 June 2026

This document has been reviewed by the Company's Sponsor, Evolve Capital Advisory Private Limited for compliance with the relevant rules of the SGX-ST. It has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the content of this document, including the correctness of any of the statements or opinions made or reports contained in this document.

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