



(Incorporated in the Republic of Singapore)
(Company Registration No. 201108844H)

ENTRY INTO PLATFORM MARKETING SERVICES FRAMEWORK AGREEMENT

关于签订平台营销服务框架协议的公告

The board of directors (the “**Board**”) of NoonTalk Media Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) wishes to announce that Ruiqi Zhongxin (Chengdu) Culture Technology Co., Ltd. (瑞启中新 (成都) 文化科技有限公司) (“**Ruiqi Zhongxin**”), a wholly-owned subsidiary of the Company, has on 1 September 2026 entered into a platform marketing services framework agreement with an independent third-party client (the “**Client**”), for the provision of platform marketing services involving promotional execution, campaign management, and traffic placement across ByteDance’s Ocean Qianchuan (巨量千川) platform (the “**Agreement**”).

午言媒体有限公司（“本公司”，连同其子公司统称“本集团”）董事会（“董事会”）谨此宣布，本公司之全资子公司瑞启中新（成都）文化科技有限公司（“瑞启中新”）已于2026年9月1日与一家独立第三方客户（“客户”）签订了一份平台营销服务框架协议（《广告发布框架协议》），由瑞启中新在字节系巨量千川平台上为客户提供包括推广执行、活动管理及流量投放等平台营销服务（“本协议”）。

The Agreement marks the Group’s first digital platform marketing project secured in China. The Agreement is expected to contribute positively to the Group’s presence in the region, but is not expected to have a material impact on the earnings per share and net asset value per share of the Group for the financial year ending 30 June 2027.

本协议标志着本集团在中国成功获取的首个数字平台营销项目。本协议预计将对本集团在该地区的业务拓展产生积极贡献，但预计不会对本集团截至2027年6月30日止财务年度的每股收益及每股净资产产生重大影响。

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the Agreement, other than through their respective shareholdings in the Company.

除通过在本公司的各自持股外，本公司概无董事或控股股东在本协议中拥有任何直接或间接的利益。

BY ORDER OF THE BOARD / 承董事会命

Dasmond Koh / 許振榮

Executive Director and Chief Executive Officer / 执行董事兼首席执行官

Zheng Le / 郑乐

Deputy Chief Executive Officer / 副首席执行官

4 September 2026 / 2026年9月4日

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

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