

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**MEDIALINK GROUP LIMITED**  
**羚邦集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 2230)**

**VOLUNTARY ANNOUNCEMENT**  
**BUSINESS UPDATE ON LICENSING BANANYA® TO GUCCI IN ASIA**

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 the Group as a leading dynamic market mover of media content distribution and brand licensing in Asia together with Crunchyroll, the global anime streaming brand, are in collaboration with Gucci, a leading worldwide Italian luxury fashion house, to license Bananya® to Gucci for launching a selection of special items featuring characters from Bananya®. These special items include womenswear items, trainers and jewelries which will be available from May 2021 online at Gucci’s website.

Bananya® is an original Japanese anime series about the lives of tiny playful cats who live in bananas. The Bananya® series is produced by studio TMS Entertainment and both seasons are streamed on Crunchyroll worldwide (excluding Asia), and available on the Group’s own anime channel Ani-One® and its content partners in Asia including China.

The Board is of the view that this strategic collaboration with Gucci in Asia will expand on licensing brands rights of the Group to global fashion brands and deepen our on-going relationship with Crunchyroll, which is in line with the 5-year strategic plan of the Group.

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

Hong Kong, 7 May 2021

*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, 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.*