



(Company Registration No. 201108844H)

ANNOUNCEMENT

CONTRACTED SERVICE PROVIDER FOR CHILDAID 2024

The Board of Directors (the "**Board**") of NoonTalk Media Limited (the "**Company**") is pleased to announce that the Company has entered into a significant contract with SPH Media Limited on 25 April for ChildAid 2024, one of the most prestigious philanthropic events in Singapore.

The contractual appointment entails undertaking creative conceptualisation and development, as well as management and administration for the event, spanning an anticipated seven-month duration from development to execution.

ChildAid, an annual charity event, has consistently endeavored to uplift and transform the lives of children and youth through the power of music and performance arts. This year marks its 20th edition, and NoonTalk Media Limited is thrilled to be part of this significant milestone, working alongside SPH Media Limited to deliver yet another meaningful event that nurtures young talents while championing social causes.

The Company conscientiously collaborate with like-minded organisations to effect positive social change in the community. By aligning with initiatives such as ChildAid, the Company leverages its resources and expertise to contribute to the success of a noble cause. Additionally, this collaboration affirms the Company's dedication to continuously establishing itself as a premier media agency, focusing on creating exceptional entertainment content and immersive experiences.

This agreement is value at exceeding 5% of our Company's latest audited annual revenue.

The contractual appointment for ChildAid 2024 is not expected to have any financial impact for the financial year 2024. The Company will make further announcements to keep shareholders informed of business updates, as appropriate or when there are material developments.

BY ORDER OF THE BOARD

Dasmond Koh Chin Eng
Executive Director and Chief Executive Officer

30 April 2024

This announcement has been prepared by the Company, and its contents have been reviewed by the Company's Sponsor, Evolve Capital Advisory Private Limited ("Sponsor"), for compliance with the relevant rules of the SGX-ST.

This announcement has not been examined or approved by the SGX-ST, and the SGX-ST assumes no responsibility for the content of this announcement, including the accuracy of any statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Mr Jerry Chua, at 138 Robinson Road, #13-02 Oxley Tower, Singapore 068906, telephone (65) 6241 6626.