NOONTALKMEDIA
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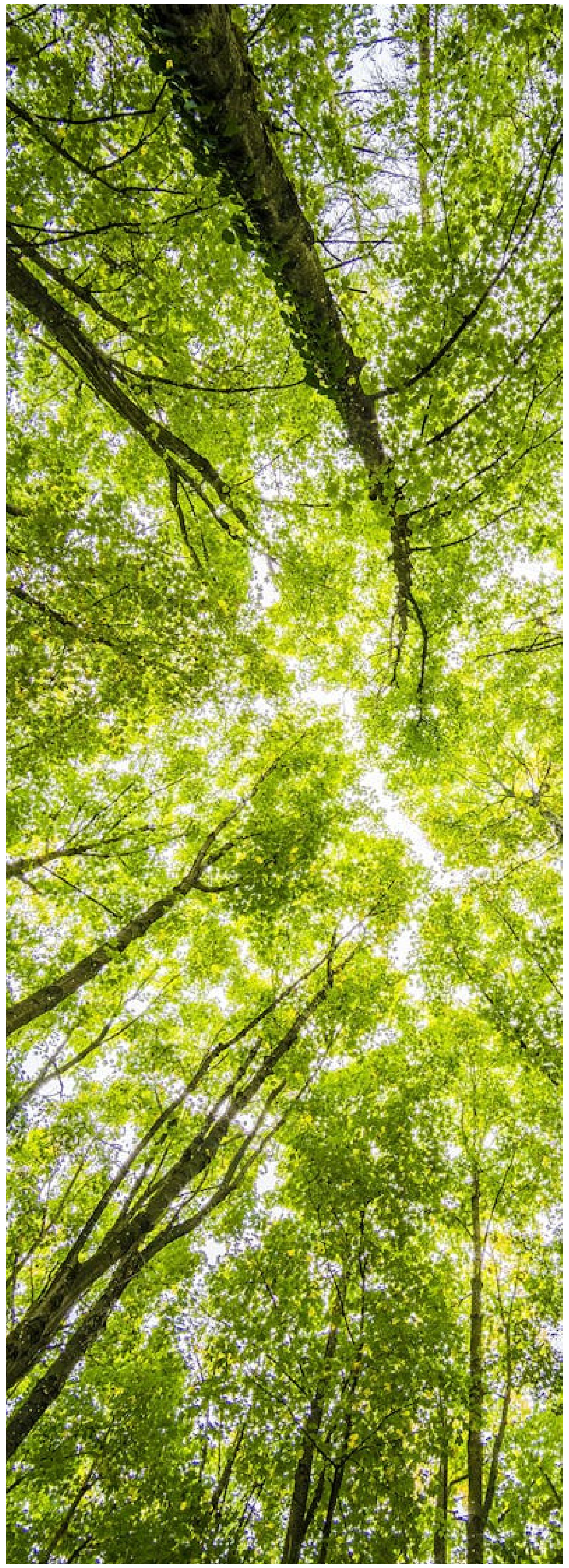
SUSTAINABILITY REPORT 2025

TABLE OF CONTENTS

SUSTAINABILITY REPORT



BOARD STATEMENT

The Board of Directors ("**Board**" or "**Directors**") of NoonTalk Media Limited ("**Company**" or "**NoonTalk Media**", together with its subsidiary, the "**Group**"), is pleased to present our annual Sustainability Report ("**Report**") for the financial year ended 30 June 2025 ("**FY2025**"). This Report has been prepared with reference to the GRI Standards and demonstrates our commitment to transparent disclosure of our sustainability performance, impacts, and strategic approach.

As a Singapore-based media entertainment company specialising in artiste and talent management, event conceptualisation, and multimedia production, NoonTalk Media recognises that creative influence resonates through communities, shapes cultural narratives, and impacts its shared environment. In line with our corporate theme, *"Leveraging Strengths, Repositioning for Growth"*, we are harnessing our creative and digital capabilities to drive sustainable progress. As we reposition for future growth, we remain committed to responsible practices that create long-term value for our stakeholders and the environment.

OUR SUSTAINABILITY VISION

Entertainment has the ability to inspire change through storytelling. Guided by our mission to "enrich lives with programmes and services that inform, educate and entertain" and our vision to "be the leader in inspiring and creating memorable entertainment experiences", we integrate these values into our sustainability approach.

We envision a future where our creative work contributes to real, positive change — both on screen and behind the scenes. At NoonTalk Media, sustainability starts with small, practical steps embedded in our daily operations. We are committed to fostering an inclusive and balanced workplace, supporting our talents and teams to grow in a healthy and respectful environment.

From adopting energy-efficient equipment and reducing production waste, to collaborating with partners who share our values, we take conscious actions to reduce our negative impact on the environment. Through the content we produce and the campaigns we support, we also aim to raise awareness of social and environmental issues — amplifying messages that matter to our audiences and our communities.

GOVERNANCE AND BOARD OVERSIGHT

The Board maintains ultimate responsibility for NoonTalk Media's sustainability strategy, ensuring it aligns with our long-term vision and creates enduring value. The Board reviews performance against targets, evaluates emerging risks and opportunities, and guides our sustainability strategic direction.

PERFORMANCE HIGHLIGHTS FY2025

This year marked significant progress in our sustainability journey:

- **Strategic Relocation to Foster Sustainable Collaboration:** Strategically relocated our office to a more efficient premises and also closer to key clients. This move reflects our commitment to operational efficiency and deeper client engagement, while reducing spatial footprint.
- **Elevating the Chinese Film Industry:** Launched the inaugural international Chinese film accolade, the Golden Singa Awards, to strengthen the creative ecosystem by providing a high-profile platform that showcases cinematic excellence, honours outstanding talent and fosters cross-border collaboration supporting the sustainable growth and cultural vitality of the Chinese entertainment industry.
- **Educational Impact:** Continued to build a strong foundation for recurring educational content through our ongoing edutainment initiatives such as *My Story*, a public speaking competition, *School Learning Journey* and school tours, which enrich the community and promote the preservation of cultural identity.
- **Leveraging Social Media:** Increased our capabilities in short-form content and microdrama production, allowing for broader audience engagement across digital platforms.
- **Cultural Preservation:** Strengthened our presence in the Chinese entertainment and media production landscape while expanding regional partnerships, promoting cultural exchange and preservation.

FORWARD MOMENTUM

Despite evolving and unforeseen challenges, we have honed our core capabilities in partnerships, cultural intelligence, film production, and marketing. Looking ahead, we are:

- **Deepening Core Capabilities:** Committed to continuous internal development to enhance our integrated media creation and production expertise through investing in talent and innovative processes.
- **Amplifying Regional Brand Visibility:** Expanding our footprint through impactful partnerships with prominent local and international brands that unlock new possibilities in untapped markets.
- **Forging Complementary Business Collaborations:** Cultivating a media ecosystem partnership model by tapping into complementary businesses to deliver more comprehensive solutions.
- **Embracing Technology Trends:** Leveraging the latest technology while collaborating with strategic partners to enhance our services and remain competitive in a rapidly evolving market.
- **Audience-First Approach:** Transforming into a media group that deeply connects with our audiences' ways of living, fulfilling their information, education, and entertainment needs through sustainable practices and meaningful content.

COMMITMENT TO TRANSPARENCY

This Report represents our commitment to transparent disclosure and continuous improvement in our sustainability performance. As we strengthen our sustainability efforts by embedding this mindset into our daily practices, we remain dedicated to prioritising diversity in our hiring and operations while leveraging our media influence to advocate for sustainable practices that drive real social change.

The entertainment industry has tremendous potential to shape a more sustainable future through the stories we tell and the way we operate. At NoonTalk Media, we embrace this responsibility with creativity, integrity, and purpose as we navigate the evolving landscape and deliver lasting value to our stakeholders.

Dr Lynda Wee
Non-Executive Chairman and Independent Director

Mr Dasmond Koh
Executive Director and Chief Executive Officer

SUSTAINABILITY
REPORT

ABOUT THIS REPORT

CORPORATE PROFILE

NoonTalk Media Limited ("**NoonTalk Media**") (SGX:SEJ) and its subsidiary (collectively the "**Group**") is a Singapore-based media entertainment company that specialises in artiste and talent management, event conceptualisation and management, as well as multimedia, film and drama production. We were listed on the Catalist Board of Singapore Exchange Securities Trading Limited ("**SGX-ST**") on 22 November 2022.

Established in the Chinese-language media landscape, the Group is committed to solidifying its position as the market leader. Our vision is to become Singapore's premier media and edutainment agency, distinguished by our dedication to producing exceptional entertainment content and curating immersive experiences. In every endeavour, we strive to invigorate and inspire a dynamic and ever-evolving media environment.

Our core business spans two broad segments: Management & Events and Production. Through Management & Events, we encompass artiste and talent representation, project implementation, as well as event conceptualisation and execution for clients. Our Production segment comprises services relating to multimedia creation and production as well as drama, film and video conceptualisation from pre- to post-production.

In line with this vision, we acknowledge the paramount importance of sustainability and inclusivity. Our commitment extends to fostering a balanced workforce and advancing the environmental and social well-being of our industry and stakeholders. We champion eco-friendly initiatives, adopt green technologies and promote sustainable events – both within our operations and through the strategic use of our media influence to amplify and support causes that drive positive change. Leveraging our extensive reach, we are dedicated to inspiring and advocating for meaningful transformation within our community and beyond.

Scope of Report
This Report encompasses NoonTalk Media's sustainability performance and initiatives for the financial year that ended on 30 June 2025, covering the Economics, Environmental, Social and Governance ("**EESG**") impact of our operations and activities. The disclosed data and information within this Report are presented in good faith and to the best of our knowledge. We strive to provide our stakeholders with a comprehensive and transparent overview of our sustainability performance, challenges and opportunities, establishing the foundation for our operational resilience and adaptability.

Report Standards and Frameworks
The IFRS Sustainability Disclosure Standards ("**IFRS SDS**") issued by the ISSB – comprising IFRS S1 General Requirements for Disclosure of Sustainability-related Financial Information ("**IFRS S1**") and IFRS S2 Climate-related Disclosures ("**IFRS S2**") – provide a comprehensive framework for sustainability disclosures focused on the needs of investors and financial markets. The Global Reporting Initiative ("**GRI**") Standards are globally recognised as a leading set of standards for sustainability reporting. This Report complies with the climate-related requirements of IFRS SDS, the SGX-ST Catalist Rules 711A and 711B, and Practice Note 7F Sustainability Reporting Guide. This Report has been prepared in accordance with the GRI Standards.

The IFRS SDS builds on the recommendations of the Task Force on Climate-related Financial Disclosures ("**TCFD**"). They aim to establish a comprehensive global framework for sustainability-related financial disclosures, addressing the needs of capital markets and the demand for consistent, comparable, and verifiable information regarding the exposure to, and management of, sustainability-related risks and opportunities.

Restatements
No restatements were made from the previous report.

Internal review and external assurance
In compliance with the SGX-ST Catalist Rule 711B on Sustainability Reporting, this Report has been reviewed by the Board. The Group has engaged its internal auditors to perform an internal review of its sustainability reporting process. The Group has not sought external assurance for this Report but may consider doing so in the future.

Feedback
As part of our ongoing efforts to substantiate our sustainability initiatives and improve our policies and performance, we highly value any questions, comments, or feedback on any aspect of this Report. Please contact us at ir@noontalk.com.

SUSTAINABILITY GOVERNANCE STRUCTURE

At NoonTalk Media, sustainability governance is embedded across the organisation to ensure that EESG considerations are consistently reflected in strategic and operational decision-making. The Board, supported by our management team, regularly evaluates environmental trends and potential climate-related risks and opportunities to ensure effective oversight of strategic risk management.

The Board holds ultimate responsibility for sustainability reporting and has incorporated sustainability considerations into the Group's business strategy. To facilitate effective implementation, the Group has established clear lines of accountability, with the Chief Executive Officer ("**CEO**") supported by department heads from various functional divisions.

Roles and Responsibilities of the Management

Designation	Roles	Responsibilities
Chief Executive Officer ("**CEO**")	• Approves sustainability strategies and action plans to address climate-related risks	• Provides strategic guidance on sustainability directives
Chief Operating Officer ("**COO**")	• Integrates sustainability considerations into operational decisions	• Manages operational EESG performance • Develops climate-resilient operational strategies
Chief Financial Officer ("**CFO**")	• Oversees the Group's strategic formulation and sustainability vision • Champions sustainability culture across financial operations • Reviews financial implications of sustainability initiatives • Implements sustainability practices across day-to-day business activities	• Identifies climate-related risks and opportunities • Reviews performance metrics and evaluates EESG risks • Coordinates sustainability reporting and disclosures • Ensures compliance with financial sustainability requirements • Implements sustainable procurement practices • Develops climate-resilient operational strategies • Coordinates cross-departmental sustainability initiatives
Department Heads	• Implement departmental sustainability initiatives • Ensure team awareness and participation	• Develop department-specific environmental strategies • Promote climate resilience in stakeholder relationships • Collaborate with senior management on risk assessment

All Board members have completed sustainability training courses, enhancing their capacity to provide effective oversight on our growing sustainability initiatives.

STAKEHOLDER ENGAGEMENT

Our stakeholder engagement process is designed to be transparent, accessible, and responsive, creating sustainable value for employees, customers, suppliers, shareholders, and regulators. The following table outlines our engagement approach:

Key Stakeholder Engagement Summary

Stakeholders	Engagement Channels	Frequency	Key Concerns
Employees	Performance appraisals	Annual	• Professional development opportunities • Work-life balance • Inclusive workplace culture • Health and safety measures
	Training programmes	Ad-hoc	
	Digital feedback platforms	Ad-hoc	
	Wellness initiatives	Ad-hoc	
Customers	Feedback sessions	Perpetual	• Content quality and innovation • Sustainable production practices • Inclusive representation • Project delivery excellence
	Experience surveys	Ad-hoc	
	Verbal communications and on-site meetings	Perpetual	
Suppliers	Suppliers' feedback through emails and phone calls	Ad-hoc	• Fair partnership terms • Sustainable sourcing requirements • Collaborative innovation • Ethical business practices
	Supplier on-site meetings	Ad-hoc	
Shareholders and Investors	Shareholders' or investors' feedback through emails and phone calls	Ad-hoc	• Financial performance • Growth strategy • EESG integration • Risk management
	Financial results announcements	Periodic	
	Annual Report and Sustainability Report	Annual	
	Investor Relations website	Perpetual	
Regulators and Government	Direct engagements	Ad-hoc	• Regulatory compliance • Good governance ethics and standards • Transparent reporting • Industry best practices
	Meetings, briefings, and reporting	Ad-hoc	
	Correspondences through emails and letters	Ad-hoc	
Local Communities	Charitable contribution	Ad-hoc	• Positive social impact • Cultural representation • Educational opportunities • Community development
	Volunteering activities	Ad-hoc	

Through these engagement channels, we gather valuable insights that inform our material assessment and sustainability strategy, ensuring our initiatives remain relevant and impactful.

SUSTAINABILITY
REPORT

MATERIALITY ASSESSMENT

Our materiality assessment process identifies and prioritises sustainability issues that matter most to our business and stakeholders. Through diverse channels and feedback mechanisms, we analyse stakeholder expectations throughout our value chain, ensuring our sustainability reporting remains relevant and focused on essential issues.

Being a media entertainment group, our work often involves a wide array of communities and professionals. Therefore, improving our sustainability practices and addressing feedback has far reaching consequences and ultimately goes a long way in improving the industry for local communities of professionals, clients and individuals.

Following this assessment process, we have identified 10 key EESG material topics and conducted an impact assessment on each. Through this assessment, we gain a comprehensive understanding of the actual and potential effects of these topics on the economy, environment, and society. This enables us to develop strategies that maximise positive outcomes while mitigating potential negative impacts.

Background research including stakeholders' interest and sector-specific concerns

Cluster similar concerns to assess what issues are most common across the Group

Prioritise salient Material Topics based on the significance of impact and stakeholders' expectations

Review of the relevance of previously identified Material Topics and update accordingly

Impact Assessment of Material Topics

Material Topics	Summary of Key Impacts	Summary of Management Approach	Risk and Opportunity Identified Under IFRS SDS That Could Reasonably Be Expected to Affect Noontalk Media's Prospects
Energy Consumption	Electricity consumption from office and production activities contributes to indirect emissions and operational costs.	-	**Risk** Rising energy costs and regulatory pressures on emissions may increase operational expenses.
			Opportunity Investing in energy-efficient technologies and practices can lower long-term operational costs and emissions.
Climate Change	Physical risks such as extreme weather may disrupt production; transition risks include evolving policies and market expectations.	Adopted IFRS S2-aligned scenario analysis and developed mitigation strategies for both physical and transition risks across the value chain.	**Risk** Physical risks (e.g. extreme weather) and transition risks (e.g. evolving climate policies) may disrupt production and increase costs.
			Opportunity Adopting low-carbon strategies can enhance organisational resilience, attract sustainability-conscious partners, and strengthen long-term value creation.

Material Topics	Summary of Key Impacts	Summary of Management Approach	Risk and Opportunity Identified Under IFRS SDS That Could Reasonably Be Expected to Affect Noontalk Media's Prospects
Employment Practices	Employee turnover and hiring practices affect workforce stability, diversity, and operational continuity.	Maintained hiring diversity, tracked turnover by age and gender, and developed comprehensive career pathways and onboarding processes.	**Risk** High employee turnover and limited diversity may reduce operational stability and creative innovation. **Opportunity** Inclusive hiring and structured development pathways support a diverse, engaged, and innovative workforce.
Occupational Health and Safety	Event and production activities pose safety risks, especially in handling large sets and equipment.	Established production safety protocols, and provided regular safety training.	**Risk** Workplace accidents and health hazards may result in legal liabilities, reputational damage, increased insurance costs and potentially result in costly delays in project or work completion. **Opportunity** Robust safety measures and training programmes strengthen employee well-being and reduce incidents.
Training and Development	Sending employees for training enhances their productivity and improves employee retention in a competitive media landscape.	Expanded training programmes tailored to roles.	**Risk** Lack of employee training may cause skill mismatches, reducing efficiency and service quality. **Opportunity** Continuous upskilling enhances productivity, fosters innovation, and strengthens competitiveness.
Local Communities	Company's media and outreach activities significantly influence community engagement, education, and cultural preservation.	Partnered with schools and organisations to deliver educational programmes and social impact events such as ChildAid.	**Risk** Limited engagement with local communities may lead to weakened stakeholder relationships, and missed opportunities for social impact. **Opportunity** Community collaboration enhances brand reputation and creates shared value for long-term partnerships.

Material Topics	Summary of Key Impacts	Summary of Management Approach	Risk and Opportunity Identified Under IFRS SDS That Could Reasonably Be Expected to Affect Noontalk Media's Prospects
Business Conduct and Ethics	Content production and interactions with stakeholders can raise ethical concerns and impact trust and brand reputation.	Maintained ethical content standards and transparent decision-making frameworks, with regular governance training for leadership.	**Risk** Unethical conduct could damage reputation, reduce stakeholder confidence, and trigger financial or legal consequences. **Opportunity** Strong ethical standards foster a culture of integrity, building stakeholder trust and brand credibility.
Anti-corruption Practices	Exposure to bribery and unethical behaviour could damage corporate reputation and regulatory standing.	Adopted a zero-tolerance corruption policy, conducted risk assessments, and provided regular training on anti-bribery practices.	**Risk** Exposure to corruption can result in penalties, loss of trust, and regulatory non-compliance. **Opportunity** Effective anti-corruption practices safeguard compliance, reduce risk exposure, and attract responsible partners.
Legal and Regulatory Compliance	Failure to comply with regulations may lead to fines, legal consequences, and operational disruptions.	Conducted staff training to ensure compliance with regulatory requirements across all operations.	**Risk** Non-compliance with evolving laws and regulations may lead to fines, reputational loss, or operational disruptions. **Opportunity** Proactive monitoring and training improve compliance, minimise risk, and maintain operational integrity.
Economic Performance	Revenue volatility and rising costs affect financial sustainability, innovation capability, and stakeholder value.	Explored diversified revenue strategies, invested in digital transformation, and pursued regional expansion to ensure resilience.	**Risk** Volatile market conditions, and rising operational costs may constrain long-term business sustainability and competitiveness. **Opportunity** Diversifying revenue streams, embracing digital transformation, and expanding into regional markets enhance business resilience and unlock sustainable growth opportunities.

ENVIRONMENTAL

Climate Change
At NoonTalk Media, we recognise that the evolving climate landscape presents both physical and transition risks to our operations.

In FY2025, we took steps to enhance our climate action efforts by gradually incorporating climate-related considerations into our operations. This includes identifying how physical risks such as extreme weather and heat may affect our production schedules and on-site event execution. We also began monitoring relevant transition risks such as emerging sustainability regulations and shifts in audience and client expectations. While we are still in the early stages of formal climate scenario planning, we are building internal awareness and laying the groundwork for more structured climate risk assessments in the coming years.

Production Sustainability Programme
We have taken steps to adopt more sustainable practices in our production activities, focusing on:

Our Production Sustainability At a Glance

- Digital-first pre-production planning to reduce paper waste.
- Energy-efficient lighting and equipment usage.
- Power saving best practices and work culture.
- Locally-sourced materials and services whenever possible.
- Efficient logistics planning and minimising wastage through better planning and project management.

Storytelling for a Cause
Recognising our unique role in shaping public perception, we have become more intentional in selecting and designing the campaigns we support. We view such initiatives as meaningful opportunities to engage the public in authentic and creative ways on social and environmental issues. For example, working with Marina Bay Sands on their internal events for staff featured the use of recycled materials and incorporated gamified elements to raise awareness of sustainability among attendees.

Climate Risk Analysis Aligned with IFRS S2
As a creative media group, our work is shaped not just by stories — but also by the world around us. Climate change introduces new considerations and risks that influence how we plan, produce, and deliver our content and events. Our analysis, aligned with IFRS S2, helps us assess and manage these impacts across our operations.

Governance
The Board provides oversight of the Group's sustainability direction, including our approach to environmental and climate-related matters. Management supports this direction by reviewing operational needs and proposing initiatives that embed climate awareness into daily business decisions.

Strategy
Over the past two years, we have progressively assessed how changing climate conditions may influence our operations, particularly in production and event logistics. Examples include the risk of extreme weather disrupting shoots or rising temperatures impacting equipment usage and travel arrangements. By embedding responsible practices into our workflow — such as adopting energy-efficient equipment, reusing materials, and developing environmentally themed campaigns — we aim to respond meanigfully to these shifts.

Different climate scenarios have also been explored to understand how future developments could affect our business. These reflections help shape our awareness and guide planning as we continue building a resilient and sustainable creative enterprise.

SUSTAINABILITY
REPORT

Scenario	Paris-aligned Scenario (Below 2°C)	No Mitigation Scenario (4°C)
Description	• The world manages to reduce CO_2e emissions through several measures.	• The world fails to curb rising CO_2e emissions by Year 2100 and impacts from extreme weather events are assumed to grow in magnitude.
Rationale	• Evaluating the transitional impacts within an economy transitioning to a low-carbon world, reflecting the measures required to limit global warming to below 2°C.	• Evaluating the physical risks under a high-emission scenario, consistent with a future where policy changes to reduce emissions are limited.
Underlying Model	• This model considers factors such as greenhouse gas emissions and policy developments, which serve as a foundation for the Group to analyse how different climate scenarios may impact its business operations and strategy over the short, medium, and long-term time horizons.	• This model considers factors such as the increased frequency of extreme weather events and rising mean temperatures. Climate models and scientific assessments play a key role in shaping the narrative of such scenarios.
Assumptions	• Global adoption of renewable energy, advancements in technology, regulatory frameworks, and changes in consumer behaviour. • Assumptions related to the physical impacts of climate change, such as mean temperature rise and extreme weather events. • Collective global effort to mitigate climate change and transition towards a low-carbon economy.	• Continuation of high greenhouse gas emissions and a lack of climate policy. • Limited technological advancements in clean energy and low levels of international cooperation to achieve climate goals.

The associated risk mitigation measures, aimed at addressing these risks and leveraging the opportunities, are summarised as follows.

Climate Risks/ Opportunities	Impacts	Impact Timeframe	Mitigating Measures
Physical Risks			
Acute *(extreme weather events)*	• Production disruptions • Potential damage to facilities • Staff safety concerns	Medium Term (by 2035) Long Term (by 2050)	• Business continuity planning • Alternative location planning • Relocation of production locations
Chronic *(rising temperatures)*	• Changing viability of filming locations • Equipment durability changes • Staff health management during production process	Medium Term (by 2035) Long Term (by 2050)	• Locating potential new filming locations • Upgrading equipment • Creating new procedures for staff management during production process
Transition Risks			
Policy and Legal	• Enhanced reporting requirements • Changing production standards	Medium Term (by 2035) Long Term (by 2050)	• Proactive policy engagement • Sustainability data management

Climate Risks/ Opportunities	Impacts	Impact Timeframe	Mitigating Measures
Market	• Shifting audience preferences • Talent values alignment • Sustainable sponsor expectations	Short Term (1–3 years) Medium Term (by 2035) Long Term (by 2050)	• Audience insight research • Value-aligned talent development • Sustainability partnership strategy
Technology	• Digital transformation costs • Virtual production learning curve • Sustainable technology adoption	Medium Term (by 2035) Long Term (by 2050)	• Adoption of new and latest technology • Team capability development • Innovative partnerships
Opportunities			
Operational Efficiency	• Implementing energy and resource efficiency measures that reduce costs	Short Term (1-3 years) Medium Term (by 2035) Long Term (by 2050)	N/A
Brand Differentiation	• Establish NoonTalk Media as a sustainability leader in the media industry	Medium Term (by 2035) Long Term (by 2050)	N/A
Partnership Development	• Creating strategic alliances with sustainability-focused brands and organisations	Short Term (1-3 years) Medium Term (by 2035) Long Term (by 2050)	N/A

ENERGY CONSUMPTION

Our operational energy performance for FY2025 compared to previous years is as follows:

Energy Consumption	FY2023	FY2024	FY2025
Electricity Consumed (MWh)	46.66	53.70	49.27
Energy Consumption Intensity (MWh/employee)	0.76	0.99	1.23

In FY2025, we observed a reduction in electricity consumption from 53.7MWh to 49.27 MWh. The reductions are primarily attributed to the following key practices that we have implemented to reduce our energy footprint:

Time Horizon	Target Set	Performance in FY2025
Office	Energy Usage Awareness & Best Practices	Each workstation is equipped with a dedicated power point, and in line with the company's sustainability practices, employees are encouraged to switch off the power supply when not in use.
	Facility Optimisation	As of January 2025, the Group has relocated to a more functional and centrally located office. The move has reduced travel distances and lowered electricity consumption through more efficient use of space.
Production	Efficient Production Scheduling	Optimising production timetables to minimise equipment idle time and maximise natural lighting opportunities.
	Cutting Production Emissions	Investing in energy efficient equipment allows us to reduce our energy emissions in the long run.
	Equipment Modernisation	Investing in energy efficient equipment allows us to reduce our energy emissions in the long run.
	Digital Workflow Enhancement	Adopting more digital collaboration tools has enabled us to reduce physical transportation and related emissions, improving efficiency and lowering our carbon footprint.

Emissions
NoonTalk Media recognises the importance of monitoring and managing GHG emissions as part of our commitment to environmental responsibility. Our emissions primarily stem from electricity consumption in our office and production activities. We track and report Scope 2 emissions related to purchased electricity and are taking steps to improve energy efficiency across our operations.

Scope 2 GHG Emissions	FY2023	FY2024	FY2025
Total Scope 2 GHG emissions (tCO2e)	19	22	20
Scope 2 GHG emissions intensity (tCO2e/ employee)	0.31	0.41	0.51

In FY2025, our total Scope 2 GHG emissions decreased to a total of 20 tCO2e (FY2024: 22), which was attributed to changes in electricity consumption resulting from our office relocation, the resizing of our workspace, and the implementation of energy efficiency measures such as optimised lighting and isolated power sockets at each workstation.

Targets
In line with the Singapore government's emission goals, we aim to gradually move our operations towards net-zero. Here is the breakdown of our short-, medium-, and long-term targets alongside our FY2025 performance:

Material Topics	Time Horizon	Targets	FY2025 Performance
Energy Consumption	Short Term (1-3 years)	• 5% reduction in absolute energy consumption from FY2024 baseline	Target met. We have achieved a 8.25% reduction in absolute energy consumption from FY2024 baseline. We will continue to improve our conservation efforts and polices to achieve 30% reduction in absolute energy consumption by 2035 and carbon neutrality in 2050.
	Medium Term (By 2035)	• 30% reduction in absolute energy consumption from FY2024 baseline	
	Long Term (By 2050)	• Carbon neutral production	
Climate Change	Short Term (1-3 years)	• Commence on the assessment of Scope 3 emissions and progressively collect data for relevant categories.	We are progressively inventorising our GHG emissions and will align our disclosures with the requirements of the IFRS by FY2030.
	Medium Term (By 2035)	• Include disclosure of quantitative impact of climate-related risks identified	
	Long Term (By 2050)	• Reduce material Scope 3 emissions by 20% from the year in which Scope 3 emissions are first disclosed	

SUSTAINABILITY REPORT

SOCIAL

Employment Practices
At NoonTalk Media, our greatest work begins with our people. Since our founding in 2011, we have remained committed to nurturing our people by fostering a professional, inclusive, and empowering work environment. Over the years, we have built a platform that not only showcases homegrown talent but also fosters their long-term development and success. As we continue to grow in Singapore's dynamic media landscape, we strive to set a strong example for fair and progressive employee practices — ensuring our people are equipped to thrive.

Workforce Diversity and Inclusion
As at 30 June 2025 , we have a total of 40 employees (as at 30 June 2024: 54), of which 36 are full-time employees (as at 30 June 2024: 49), 4 temporary employees (as at 30 June 2024: 5), and zero non-guaranteed hours and part-time employees[1] (as at 30 June 2024: zero). Our employment profile is as detailed:

	FY2023		FY2024		FY2025	
Total Number of Employees	**61**		**54**		**40**	
By Gender						
Male	35	57%	29	54%	22	55%
Female	26	43%	25	46%	18	45%
By Age Group						
Under 30 years old	35	57%	26	48%	18	45%
Between 30 and 50 years old	22	36%	23	43%	18	45%
Above 50 years old	4	7%	5	9%	4	10%
By Region						
Singapore	61	100%	54	100%	40	100%

Talent Acquisition and Retention
We believe that fresh perspectives are essential to enhancing our creative process and delivering quality content. We actively seek talent who expand our capabilities and bring new energy to the Group. In FY2025, we welcomed 6 new team members. A breakdown of their profiles by gender, age group, and region is provided below:

	FY2023		FY2024		FY2025	
Number of New Hires	**28**		**9**		**6**	
Rate of New Hire	**51%**		**18%**		**15%**	
By Gender						
Male	12	43%	5	56%	3	50%
Female	16	57%	4	44%	3	50%
By Age Group						
Under 30 years old	20	72%	6	67%	6	100%
Between 30 and 50 years old	6	21%	2	22%	-	-
Above 50 years old	2	7%	1	11%	-	-
By Region						
Singapore	28	100%	9	100%	6	100%

[1] Temporary employees refer to employees with a contract for a limited period that ends when the specific time period expires or when the specific task is completed. Non-guaranteed hours employees refer to employees who are not guaranteed a minimum or fixed number of working hours. Full-time employees and part-time employees follow the definitions under the Singapore's Employment Act.

SUSTAINABILITY REPORT

Employee Turnover

The following table provides a breakdown in employee turnover by gender, age group and segment:

	FY2023		FY2024		FY2025	
Number of Turnover	**28**		**18**		**17**	
Turnover Rate	**51%**		**37%**		**42%**	
By Gender						
Male	16	57%	11	61%	8	47%
Female	12	43%	7	39%	9	50%
By Age Group						
Under 30 years old	26	93%	13	72%	10	59%
Between 30 and 50 years old	2	7%	5	28%	6	35%
Above 50 years old	-	-	-	-	1	6%
By Region						
Singapore	28	100%	18	100%	17	100%

Employee Well-being Practices

We understand that the dynamic nature of the media and entertainment industry can impact work-life balance and overall well-being. We are committed to fostering a supportive work environment that prioritises the health, morale, and personal growth of our employees. Our approach includes:

Flexible Work Arrangements	Options for remote and flexible scheduling.
Family Support Policies	Comprehensive parental leave and childcare assistance.
Community Building	Team activities to strengthen connection and belonging.

Training and Development

We see employee development as essential to staying creative and competitive. In FY2025, we continued to provide regular, targeted training to enhance both artistic and technical skills across the teams.

	FY2023	FY2024	FY2025
Total Training Hours	**350**	**1,610**	**374**
Average Training Hours	**5.7**	**32.9**	**10.4**
By Gender			
Male	7.1	22.9	14.9
Female	3.9	45.1	2.5
By Employee Category[2]			
Senior Management	33.5	43.3	35.5
Middle Management	4.1	87.9	10.6
Executive Level	4.3	7.8	6.0

[2] Managerial level refers to associates in the categories of Executive Committee and Head of Department. Executive level refers to associates in the non-management category.

Total training hours in FY2025 declined by 1,236 hours, or 77%, compared to FY2024. The higher figure in FY2024 was primarily due to a one-off system training conducted for our workforce. As such, comparing FY2025 training hours with FY2023 provides a more accurate reflection of our ongoing training efforts.

Occupational Health and Safety

The health, safety, and well-being of our team are paramount. Our multifaceted business model, consisting of event management, multimedia productions, content creation and artiste management, presents a diverse range of occupational health and safety challenges.

Safety Performance

In FY2025, we maintained our strong safety record with zero work-related fatalities, serious injuries, or occupational illnesses (FY2023: zero and FY2024: zero).

Safety Management System

Our approach to occupational health and safety includes:

Production Safety Protocols	Regular Safety Training	Emergency Response Preparation
Comprehensive guidelines for all production activities.	Specialised training for technical roles and general awareness for all staff.	Comprehensive protocols and regular drills.

Local Communities

As storytellers and culture creators, we recognise our significant influence on and responsibility to the communities we serve. Our community engagement strategy focuses on leveraging our media capabilities, platforms, and resources to generate positive social impact.

Community Impact Programmes

In FY2025, we expanded our community initiatives through several key programmes that align with our business strategy to forge complementary business collaborations:

Media Education Partnership	As part of fostering interest and growth of our local media industry, we have collaborated with schools to educate youths on the local media industries. Some of our programmes include learning journeys and school tours.
Local Cultural Heritage Preservation and Education	We believe that media is a key form of preserving local cultural heritage and traditions by acting as an archive for future generations to tap into. Our content on local heritage and traditions aim to preserve cultural practices that have become increasingly sidelined and revive those that have faded from collective memory. One such original production by NoonTalk Media is *Venus vs Mars.*
Local Cultural Heritage Preservation and Education	As part of our conscious effort to work alongside like-minded organisations that drive positive social impact, NoonTalk Media was appointed by SPH Media Limited as the multimedia and creative agency for *ChildAid*[3], one of Singapore's most established philanthropic events. The engagement includes creative conceptualisation and development, as well as overall event management for *ChildAid 2024*.

[3] 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.

Targets
Reflecting our commitment to social responsibility, we have set progressive targets to enhance our community impact and social outcomes. Below is an outline of our short-, medium-, and long-term social targets, together with our FY2025 performance:

Material Topic	Time Horizon	Target Set	FY2025 Performance
Employment Practices	Perpetual	• Turnover rate below the industry average • Comprehensive career pathway development	The industry average turnover within the Singapore's media industry was 16%, but NoonTalk Media has a turnover rate of 42%. Given the recent structural shifts and tightening measures, and amid ongoing challenges in employee retention due to competition from larger firms, the Group is enhancing its competitiveness by benchmarking against industry best practices.
Occupational Health and Safety	Perpetual	• Zero work-related fatalities or serious injuries • Full regulatory compliance with health and safety standards	Zero work-related fatalities, serious injuries, or occupational illnesses.
Training and Development	Short Term (1-3 years)	• Increase the average training hours by 5% from FY2023 baseline	NoonTalk Media has achieved a total of 374 training hours.
	Perpetual	• Offer internal and external training that is essential and beneficial to the development and career progression of our employees	NoonTalk Media has continued to provide employees with opportunities to enhance their skills and advance their career
Local Communities	Perpetual	• Measurable positive impact in all communities where we operate	NoonTalk Media has continued our work with existing beneficiaries and aims to extend our community reach through social impact initiatives.

GOVERNANCE

Strong governance principles are fundamental to our sustainable success. At NoonTalk Media, we strive to earn and maintain stakeholder trust through ethical business practices, transparent operations, and responsible corporate citizenship. Our governance framework ensures that sustainability considerations are integrated throughout our decision-making processes.

Business Conduct and Ethics
Our business conduct and ethics framework guides how we operate, interact with stakeholders, and make decisions. Key elements include:

Our Business Conduct and Ethics Framework

- **Ethical Content Standards:** Guidelines for content development that aligns with our values.
- **Stakeholder Engagement Principles:** Frameworks for authentic relationship building.
- **Transparency Commitments:** Clear communication about our business practices.
- **Decision-making Framework:** Incorporating ethical considerations in all business decisions.

Whistleblowing Policy
Our whistleblowing policy provides confidential channels for employees and stakeholders to report potential ethical concerns without fear of reprisal. All reports are handled with strict confidentiality and investigated thoroughly, with appropriate actions taken when warranted.

Governance Training
All Directors undergo comprehensive training on governance best practices, regulatory requirements, and emerging sustainability considerations.

SUSTAINABILITY
REPORT

Anti-corruption Practices
We maintain a zero-tolerance approach to corruption and bribery in all forms. Our anti-corruption framework includes:

Our Anti-Corruption Framework at a Glance

- **Comprehensive Policy Framework:** Clear guidelines prohibiting all forms of corruption.
- **Risk Assessment Process:** Regular evaluation of corruption risks across operations.
- **Due Diligence Procedures:** Thorough vetting of business partners and transactions.
- **Training and Awareness:** Regular education for all employees on corruption risks and reporting.
- **Monitoring and Enforcement:** Systems to detect potential issues and consistent enforcement.

Legal and Regulatory Compliance
Our commitment to compliance encompasses all applicable laws, regulations, and industry standards. Key components of our compliance approach include:

Our Legal and Regulatory Compliance Framework at a Glance

- **Regulatory Monitoring System:** Tracking evolving requirements in all jurisdictions.
- **Compliance Management Framework:** Structured approach to meeting all regulatory requirements.
- **Documentation and Reporting Systems:** Comprehensive records of compliance activities.
- **Training and Education:** Regular updates for team members on relevant regulations.
- **Audit and Verification:** Independent review of compliance processes.

In FY2025, we maintained our record of zero incidents of significant non-compliance with laws or regulations, reinforcing our commitment to operating with integrity in all markets.

Targets
Driven by our ongoing dedication to robust governance, we have established clear objectives that guide our organisation's ethical and compliance standards. Below is an outline of our governance goals, accompanied by a summary of performance for FY2025:

Material Topic	Time Horizon	Target Set	Performance in FY2025
Governance	Perpetual	• Zero incidents of corruption or ethical violations • Full compliance with all applicable regulations • Regular governance training for all leadership • Implementation of emerging governance best practices	Zero incidents of non-compliance with laws or regulations.

ECONOMIC

Economic Performance
In an evolving media landscape, our economic sustainability strategy integrates financial performance with environmental and social value creation. This integrated approach ensures that our business remains resilient while contributing positively to all stakeholders and the broader society.

Economic Value Creation and Distribution
Our economic impact extends beyond financial returns to include the value we create for employees, suppliers, communities, and other stakeholders:

Economic Highlights (S$'000)	FY2023	FY2024	FY2025
Economic Value Generated			
Economic Value Generated (Revenue)	4,179	4,439	6,257
Economic Value Distributed			
Operating Costs	(4,381)	(4,877)	(5,289)
Employee Wages and Benefits	(2,790)	(3,305)	(2,741)
Payments to Capital Providers	(80)	(39)	(23)
Payments to Government	(153)	(25)	-
Community Investments	(18)	-	-
Total Economic Value Distributed	(7,422)	(8,246)	(8,053)
Net Economic Value	(3,243)	(3,807)	(1,796)

Sustainable Business Initiatives
As the entertainment industry evolves, we are developing innovative approaches to ensure our economic sustainability while advancing our environmental and social objectives.

The Golden Singa Awards — an international Chinese film award ceremony initiative by NoonTalk Media — demonstrates our commitment to cultivating global partnerships and supporting film industry growth. This distinguished event is anticipated to serve as a premier cultural platform in the region, strengthening our reputation, opening new avenues for collaboration, and providing fresh opportunities for sustainable revenue.

Economic Resilience
Our approach to economic resilience focuses on:
- Adaptive Business Planning: Flexibility to respond to changing market conditions.
- Operational Efficiency: Continuous improvement in resource utilisation.
- Investment in Innovation: Developing new capabilities and offerings.
- Talent Development: Building the skills needed for future success.

Targets
Our financial performance targets are aligned with our commitment to sustainable growth and operational excellence. Below is an outline of our short-, medium-, and long-term financial objectives, together with an assessment of our FY2025 achievements:

Material Topic	Time Horizon	Target Set	FY2025 Performance
Economic Performance	Perpetual	• Sustainable revenue growth • Operational efficiency improvements • Diversification of revenue streams	• Strategy development in progress • Market assessment underway • Industry collaboration advancing

SUSTAINABILITY
REPORT

GRI CONTENT INDEX

Statement of Use	NoonTalk Media Limited has reported the information cited in this GRI content index for the period 1 July 2024 to 30 June 2025 with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI Standard	Disclosure	Page Reference
	2-22 Statement on sustainable development strategy	Board Statement, Page 1-3
	2-23 Policy commitments	Governance: Business Conduct and Ethics, Page 18 - 19
	2-24 Embedding policy commitments	Governance: Business Conduct and Ethics, Page 18 - 19
	2-25 Processes to remediate negative impacts	Annual Report: Corporate Governance Statement, Pages 54 to 55
	2-26 Mechanisms for seeking advice and raising concerns	Governance: Whistleblowing Policy, Page 18 - 19
	2-27 Compliance with laws and regulations	Governance: Legal and Regulatory Compliance, Page 19
	2-28 Membership associations	Not applicable
	2-29 Approach to stakeholder engagement	Stakeholder Engagement, Page 6
	2-30 Collective bargaining agreements	Not applicable. No collective bargaining agreements are in place.
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Materiality Assessment, Page 7 - 9
	3-2 List of material topics	Materiality Assessment, Page 7 - 9
Economic Performance		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page 7 - 9
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Economic Performance, Page 20
Anti-corruption Practices		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page 7 - 9
GRI 205: Anti-Corruption 2016	205-3 Confirmed incidents of corruption and actions taken	Governance: Anti-corruption Practices, Page 19
Energy Consumption		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page 7 - 9
	302-3 Energy intensity	Energy Consumption, Page 13 - 14
GRI 305: Emissions 2016	305-2 Energy indirect (Scope 2) GHG emissions	Energy Consumption, Page 14
	305-4 GHG emissions intensity	Energy Consumption, Page 14

SUSTAINABILITY
REPORT

GRI Standard	Disclosure	Page Reference
Employment Practices		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page 7 - 9
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Employment Practices, Page 15
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Not Applicable
Occupational Health and Safety		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page, 7 - 9
GRI 403: Occupational Health and Safety 2018	403-6 Promotion of worker health	Occupational Health and Safety, Page 17 - 18
	403-9 Work-related injuries	Occupational Health and Safety, Page 17 - 18
	403-10 Work-related ill health	Occupational Health and Safety, Page 17 - 18
Training and Development		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page 7 - 9
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Training and Development, Page 16 - 17
	404-2 Programmes for upgrading employee skills and transition assistance programmes	Training and Development, Page 16 - 17
Local Communities		
GRI 3: Material Topics 2021	3-3 Management of material topics	Materiality Assessment, Page 7 - 9
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	Local Communities, Page 17 - 18

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