



(Company Registration No. 201108844H)

## ANNOUNCEMENT

### Strategic Partnership Agreement with Merak Holdings Limited and incorporation of Verve Media Live Pte. Ltd.

NoonTalk Media Limited (“**NTM**”) has entered into a strategic partnership agreement dated 31 December 2025 with Merak Holdings Limited (“**Merak**”) (“**Agreement**”), for a collaboration effort to improve NTM’s operational efficiency, streamline and automate processes, train employees and foster a culture of continuous innovation.

#### Information on Merak

Merak is a property investment holding company which currently holds a sole industrial property asset in Singapore.

As at the date of this announcement, Merak does not have any interest in the shares of the Company and is not related to any of the Directors or controlling shareholders of the Company and their respective associates.

#### Salient Terms of the Agreement

Through the Agreement, NTM and Merak will incorporate a company, Verve Media Live Pte Ltd (“**VML**”) with an issued and paid-up share capital of S\$1,000 comprising 1,000 shares, each with a par value of S\$1, held as follows:

Shareholder	Issued and paid-up capital	Number of shares held	Shareholding percentage
Merak	S\$810	810	81%
NTM	S\$190	190	19%

The purpose of VML is to establish an integrated media hub focused on pursuing value-generating opportunities in media production, content development, live streaming incubation operations, and e-commerce (“**Business**”).

As part of the partnership, Merak will contribute, amongst other things, the operational premises located at 25 Bukit Batok Street 22, Singapore 659591 (the “**Premises**”), for the duration of the Agreement, facility management services, resources, and other relevant expertise to support the initiative.

As part of the partnership, NTM will contribute, amongst other things, running and operating costs incurred by VML (including, but not limited to, utility charges in connection with the use of the Premises), media expertise, manpower to support the day-to-day operations and overall management of the Business.

Through this partnership, Merak and NTM aim to cultivate a local creative ecosystem by providing a physical platform to incubate, support, and elevate independent media professionals and their projects.

### **Financial Impact**

NTM's subscription of shares in VML will be funded by internal resources. The Agreement is not expected to have a material impact on the net tangible assets per share or the earnings per share of the Group for the financial year ending 30 June 2026.

### **Interests of Directors and Controlling Shareholders**

None of the Directors or controlling shareholders of the Company, nor their respective associates, has any direct or indirect interest in the Agreement, other than through their respective shareholdings in the Company, where applicable.

### **BY ORDER OF THE BOARD**

Dasmond Koh Chin Eng  
Executive Director and Chief Executive Officer

31 December 2025

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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.*

*The contact person for the Sponsor is Mr Jerry Chua (Tel: +65 6241 6626), at 160 Robinson Road, #20-01/02 SBF Center, Singapore 068914.*