(Company Registration No. 201108844H)

ANNOUNCEMENT

RESPONSES TO QUESTIONS RECEIVED FROM SHAREHOLDERS IN RELATION TO THE ANNUAL REPORT FOR THE FINANCIAL YEAR ENDED 30 JUNE 2026

The Board of Directors (the "**Board**") of NoonTalk Media Limited (the "**Company**" and together with its subsidiaries, the "**Group**") thank shareholders for submitting their questions ahead of the upcoming Annual General Meeting ("**AGM**").

AGM Details:

- Date: Thursday, 29 October 2026
- Time: 10:30 a.m. (Singapore time)
- Venue: 25 Bukit Batok Street 22, #05-00, Singapore 659591 (Wholly physical format)

The Board is pleased to provide its responses to substantial and relevant questions received from shareholders up to the deadline of Wednesday, 21 October 2026, as set out below. Where questions overlapped, they have been consolidated and answered together. The Board will address any further substantial and relevant questions, and any follow-up questions on the responses below, at the AGM itself. Responses given at the meeting will be included in the minutes of the AGM, which will be published on SGXNet and the Company's website within one month after the meeting.

Question 1:

Note 1 to the Financial Statements on Going Concern assessment

(a) To date, how much financial support had been provided as the company had been making losses for consecutive years?
(b) How sustainable is this financial support going forward if the company continues to make losses? Can the External Auditor or Audit Committee comment on it?
(c) If this financial support ceased, what is the next line of defence to address the Going Concern issue?

Company's response:

(a) Financial support provided to date and debt capitalisation

To support operational liquidity and manage working capital requirements during periods of market volatility, Executive Director and CEO Mr Dasmond Koh extended an unsecured shareholder loan facility of up to S$2.0 million to the Company under a loan agreement dated 9 October 2024. As at 30 June 2026, a total of S$1.80 million had been drawn down under the facility, repayable on demand on or after 1 July 2026. This represents the entire aggregate shareholder loan provided by Mr Dasmond Koh since listing. Following independent shareholder approval at the Extraordinary General Meeting held on 22 June 2026, the Group completed the debt-to-equity capitalisation on 29 July 2026. This fully eliminated the S$1.80 million loan liability through the issuance of 16,363,636 new ordinary shares at an issue price of S$0.11 per share. This transaction expanded total share capital to 214,363,634 shares and improved the Group's net liability position from S$2.93 million as at 30 June 2026 to approximately S$1.13 million on a pro-forma basis. No amount remains outstanding under the Director's loan facility.

The Group raised a convertible loan with a nominal amount of S$750,000 from a third party lender, Mr Ng Tse Meng, in December 2025. The loan carries interest at 8% per annum, with the full principal amount repayable in December 2026. In the event of non-payment at maturity, the loan terms provide for conversion into new ordinary shares at S$0.07 per share. The Company's plans in relation to this loan are set out in response (c) below.

In addition, Mr Dasmond Koh has provided a written undertaking dated 9 October 2026 to provide or procure the necessary financial support to enable the Group and the Company to meet their debts as and when they fall due for the twelve months from the date of the Independent Auditor's Report, that is, up to 14 October 2027.

As part of the Group's disciplined cost management, key members of the Management and the Board have voluntarily agreed to reductions in their executive remuneration and Directors' fees, approved by the Remuneration Committee on 1 October 2026. In aggregate, these voluntary reductions are expected to yield annualised cost savings of approximately S$217,000 for the Group.

(b) Sustainability of financial support and oversight

The Audit Committee (the "**AC**") reviews the Group's cash flow forecasts, working capital requirements and controlling shareholder undertakings. In addition to regular informal communications among Directors and Management, the Board and AC met three times during FY2026 and reviewed the going concern assessment, including the cash flow forecast and the controlling shareholder's undertaking, before recommending the audited financial statements to the Board for approval. The AC will reassess its adequacy at each quarterly reporting cycle.

The Independent Auditor's Report as set out in pages 55 to 60 of the Annual Report contains a Material Uncertainty Related to Going Concern paragraph which the Company announced on SGXNet on 14 October 2026 together with the Board's comments.

The Board views this financial support as a temporary runway while the Management focuses on improving core operational efficiencies and driving cash flow independence.

(c) Alternative cash flow and operational backup measures

In addition to shareholder financial support, the Board has established key operational and financial contingencies to address liquidity and going concern risks. The completion of the S$1.80 million debt capitalisation demonstrates the Group's ability to optimise its capital structure through equity mechanisms. Where appropriate, the Board may also explore raising additional equity capital, subject to market conditions and regulatory requirements.

Operationally, the Management continues to enforce strict cost discipline, streamlining administrative overheads while improving production efficiency and shortening payback cycles. Furthermore, the Group is directing resources toward scalable, recurring revenue initiatives, such as commercial event management and flagship IP projects, with the aim of improving operating cash flows over time. The Board recognises that these initiatives are at an early stage and that no assurance can be given as to the quantum or timing of the cash flows generated.

On the convertible loan referred to in response (a), the Company is in discussions with the lender regarding the settlement of the loan upon maturity in December 2026. Under the terms of the loan agreement, if the loan is not repaid in cash at maturity, the lender is contractually obligated to convert the total outstanding amount into new ordinary shares, subject to obtaining necessary regulatory and listing approvals. If the loan and accrued interest are repaid in cash, the Company will meet the repayment from operating cash flows, external funding, or under the controlling shareholder's undertaking. The Company will make the necessary announcement(s) in accordance with the Catalist Rules as and when material developments arise.

Question 2:

China platform operations and ByteDance's Ocean Qianchuan framework agreement (Note 2(a))

(a) Is this platform operational now?
(b) What is the expected income stream from this avenue?

Company's response:

(a) Operational status

The Company clarifies that the Group does not own or operate any content platform. Ocean Qianchuan functions as an ad credit and marketing promotion service system across ByteDance's media platforms. Under the framework agreement announced on 4 September 2026, the Group's wholly-owned China subsidiary, Ruiqi Zhongxin (Chengdu) Culture Technology Co., Ltd. acts as an intermediary, purchasing marketing credits and providing digital marketing services to commercial clients.

Initial operational setup in Chengdu commenced post-financial year-end to ensure regulatory and operational readiness prior to scaling transaction volumes.

(b) Income stream and financial expectations

As highlighted in Note 2(a) and the Financial Review section of the Annual Report, the initial framework agreement itself is not expected to have a material impact on the Group's earnings per share or net asset value per share for FY2027. As the arrangement is in an early phase, the Company is not able to provide a quantified income forecast for this arrangement because the commercial terms of the framework agreement are confidential and the volume of client mandates is not yet determinable; the Company will make the appropriate announcements as and when there are material developments.

Question 3: Sponsorship income and Golden Singa Awards (Note 17)

(a) What is the cost attributable to the S$427,000 sponsorship income?
(b) Is the Golden Singa Awards a recurring event or a one-off event?
(c) If recurring, will sponsorship income increase or remain the same? If one-off, why?

Company's response:

(a) Cost attributable to sponsorship income

In accordance with applicable accounting standards, sponsorship income of S$427,400 recognised under Note 17 is presented on a gross basis as part of the Management and Events segment revenue. Of that amount, S$103,000 was received in cash and S$324,400 comprised goods and services received in kind, for which a corresponding cost of S$324,400 was recognised in cost of sales based on quotations provided by the sponsor had the goods or services been procured by the Group as set out in Note 17. The in-kind portion has zero net effect on gross profit. Direct operational costs attributable to executing the inaugural Golden Singa Awards in December 2025 comprised venue rental, production and staging, international celebrity and jury hosting, marketing, and event logistics. For reasons of business confidentiality, the Group does not separately report on the specific costs of the Golden Singa Awards as a separate operating segment.

(b) Recurring event status

The Golden Singa Awards is a recurring annual flagship IP, not a one-off event. It was conceptualised as a home-grown anchor accolade on the regional media calendar and preparations for the 2nd Golden Singa Awards, scheduled for November 2026, are currently well underway.

(c) Expected trajectory of sponsorship revenue and cost structure

Having established the inaugural event infrastructure, brand recognition and regional panel

credentials, the Group expects the second edition of the Golden Singa Awards in November 2026 to incur lower setup costs relative to the inaugural edition. The Board expects the net financial impact to improve through increased sponsorship contributions and brand partnerships, although no assurance can be given as to the level of sponsorship that will be secured. Furthermore, with the event's international profile elevated following an inaugural jury in the 2025 edition chaired by Donnie Yen alongside international film luminaries, the Group continues to explore monetisation opportunities to support recurring returns in future editions.

Question 4:

Operations update – micro-dramas and AI-driven content strategy

On the micro-drama and AI-driven content, how is this segment performing, and is this strategy meeting management's and the Board's expectations? (Understand from last AGM that drama/media landscape is very competitive and trials and errors are expected).

Company's response:

The Board and Management consider that the strategy is progressing in line with expectations for its first full year, while recognising that it has yet to offset the decline in the Group's traditional production business. Group revenue fell 38.5% to S$3.85 million in FY2026, and production segment revenue fell 52.9% to S$2.14 million, so the shift to digital formats is being measured at this stage by delivery and cost outcomes rather than by revenue contribution. Transitioning toward new formats such as micro-dramas and production using artificial intelligence-generated content (AIGC) enables the Group to pivot from traditional high-cost productions with long turnaround periods to agile digital content characterised by shorter payback cycles and lower capital outlay. AI tools have been successfully integrated across production pipelines to deliver client projects, while Group's artistes participated in regional micro-drama productions during the financial year to expand market reach.

To strengthen execution, the Group appointed Mr Zheng Le as Deputy CEO in November 2025 to lead AI adoption, cross-border partnerships and IP monetisation. While the media landscape remains highly competitive, the Management enforces strict cost limits on digital content testing to manage trial and error risks effectively while ensuring regulatory compliance.

By Order of the Board
Dasmond Koh Chin Eng
Executive Director and CEO

23 October 2026

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.