

Special Award for Medium and Established Enterprises – Medialink Group Limited 中型企業特別獎 – 羚邦集團有限公司

Report from the Board of Examiners

Medialink Group Limited (hereafter, Medialink), a content distribution and brand licensing business, was founded in 1994 in Hong Kong. It now operates in Greater China and various Asian regions. The company, listed in 2019, is market leader in Intellectual Property (IP) management.

Medialink's development journey has been supported by its 3 Values (passion, persistence, partnership) and 7 Pillars (distribution network expansion, new titles acquisition, strategic content investment, acquisition of licensing brands, licensing brand rights expansion, Hong Kong ambassador, and new investments and business).

Medialink demonstrates excellent planning and execution. The company's current five-year plan is on-track and aligned with the country's 14th Five-Year Plan to develop Hong Kong as a regional IP hub. It has completed a comprehensive IP ecosystem and invests in local IP characters. It allocates 10% of its annual revenue for Research and Development and is planning to launch IP Academy for grooming talents. The company appears well-poised for business expansion.

The company drives a result-oriented culture with a solid pay-for-performance framework and weekly review meetings. It nurtures synergy by inviting overseas Business Heads to attend Head Office business development meetings. Its management team is well structured and agile in seeking strategic opportunities, such as NFTs.

The company engages its staff at all levels by nurturing work satisfaction. It promotes open communication and "walk the talk" style. It offers IP training and develops its own home-grown supervisors. It has achieved high staff retention rate, with many staff becoming big fans of the company's licensed brands.

Medialink owns a large number of quality contents in the market, with a strong distribution network across regions, and a loyal clientele (with many customers co-working for more than two decades). It reinforces customer loyalty and longstanding relationships in two ways: co-developing standard operating procedures for enhanced efficiency, effectiveness, and customer experience; and revising action plans upon customer feedback.

In the past two years, Medialink has seen an impressive growth in revenue, despite the pandemic and uncertain economic climate. This speaks to the company's excellent management, for example, successful co-investment in media content, winning both viewers and industry recognition; increasing number of licensors and IP for three consecutive years; and expanding media content business to territories with high viewer subscription, indicating a healthy upward growth trajectory.

評審委員會報告

羚邦集團是香港上市公司(股份代號2230)，上市僅三年，但從事媒體內容和品牌授權方面的知識產權(IP)管理接近30年，是行業領導者，業務覆蓋大中華地區及亞洲地區包括台灣、菲律賓、馬來西亞。

羚邦是一間很有特色的香港公司，由三姐妹聯手發展，有清晰的「願景、使命及價值觀」，其價值觀中的3P：熱誠(Passion)、堅持(Persistence)、夥伴關係(Partnership)，協同推動業務蓬勃發展。管理團隊分工明確，擅長尋找策略機遇，強調360度溝通模式及做實事作風。

公司有清晰的五年業務計劃，及七大策略支柱(拓展發行網絡、取得新片發行授權、策略性內容投資、取得品牌授權、拓闊授權之權限、成為香港IP大使、引進新投資及新業務)。客群忠誠，最長的合作關係逾20年，公司成功方程式在於：銷售行動跟5年計劃掛鉤，發行網絡足夠強大，與商業夥伴共同開發標準營運流程，按客戶回饋修訂行動策略，研發創新經費佔年收入10%。

海外業務主管獲邀參與總部業務會議，確保管理層全員投入，產生協同效應。羚邦提倡「成效為本」文化，每周開會評估銷售績效，定期進行績效評估。年輕團隊不少是動漫迷，享受將工作融入生活，IP業務的工作滿足感及公司培訓成功留住人才，員工忠誠度高，不少由新人做到部門主管。

羚邦IP生態系統完善，善於通過二次創作活化授權角色，版權保護完善，在大灣區的發展步伐，配合國家「十四五」將香港定位發展為區域IP交易中心的規劃，加上新近突破性投資自有內容，發展自家IP，準備帶本地IP邁向國際舞台，並籌建IP學院，一切都按五年計劃開展中，未來可望有更大發展空間。

過去兩年多，疫情為經濟發展帶來不少壓力，但羚邦仍能實現雙位數穩定增長，成功因素在於公司授權產品質量獲市場及同業認可，於不同範疇的投資/共同投資/授權產品展現佳績，使授權商數目以及動漫/電影/電視劇中的IP項目數量持續3年上升，並進一步將媒體內容引入高訂閱率區域拓展，帶動盈利增長。