

Press Release

mm2 Asia's First Concert to be Streamed 'Live' via VR Headsets

- The 'mm2 UnUsUaL 影视音乐会 Concert Showcase' partnership with the UnUsUaL Group of Companies to demonstrate their 'live' production capabilities
- Singapore's first concert that will be tied in with StarHub to stream performances 'live' via 360° virtual reality immersive headsets at another venue
- Shareholders are entitled to bring unlimited guests to the 'live' concert with tickets to be allocated on a first-come first-served basis

SINGAPORE, 12 July 2016 – mm2 Asia Ltd. (“mm2 Asia”, “mm2 全亚影视娱乐有限公司” or collectively with its subsidiaries, the “Group”) today announced the ‘mm2 UnUsUaL 影视音乐会 Concert Showcase’ (“Concert Showcase”), in partnership with UnUsUaL Group of Companies (“UnUsUaL”) and StarHub Ltd (“StarHub”), which will be held after the Group’s Annual General Meeting* on 20 July 2016, 8pm, at MasterCard® Theatres, Marina Bay Sands.

The Concert Showcase is an exclusive event for the Group’s shareholders with no restriction on the number of guests that they are allowed to bring, but tickets will be allocated on a first-come first-served basis.

The Concert Showcase will be the first concert of its kind in Singapore, with the Group collaborating with StarHub and VR Technology Partner Bert Pictures to simultaneously screen ‘live’ performances at another venue. Samsung Electronics Singapore will be providing limited sets of 360° virtual reality immersive headsets for the audience. Featuring local and regional

artistes—including Taiwanese singers Huang Pin Yuan 黄品源, Dennis Sun 孙自佑, Jay Shih 是元介, local singers Chen Weilian 陈伟联, Kelly Poon 潘嘉丽, Director Jack Neo 梁志强 and Ah Boys To Men's Tosh Zhang 张智扬 and Wang Weiliang 王伟良—the Concert Showcase will allow shareholders to witness and experience UnUsUaL's live production capabilities, as well as to better understand the existing synergies between the Group and UnUsUaL.

Mr Melvin Ang, Chief Executive Officer and Executive Director of mm2 Asia commented, ***“On top of aiming to deliver better returns to our dedicated shareholders, we are pleased to reward them with an exclusive opportunity to experience our new technology capability to stream 360° immersive 'live' content of the Concert Showcase in collaboration with UnUsUaL. It is an excellent platform to keep investors updated of what we do and simultaneously highlight the opportunities and value that we have unlocked in the entertainment value chain. We believe that this will be a good takeaway for our valued shareholders as they develop a deeper understanding of our businesses.”***

Mr Leslie Ong, Director of UnUsUaL Entertainment said: ***“This is our first time using VR technology to showcase a concert. You're literally inside the concert, in front of the stage with the performers. Immersing yourself into the virtual reality experience is mind-blowing without being in the concert venue. UnUsUaL is honoured to collaborate with mm2 Asia and StarHub, to create a first-of-its-kind 'live' synced VR concert experience”.***

Mr Howie Lau, Chief Marketing Officer of StarHub said: ***“StarHub is excited to be the first info-communications provider in Singapore to showcase a 'live' music event in VR. We have always been committed to harnessing new technologies to bring about fresh, innovative experiences to our customers. This time, leveraging on VR technology, we hope to create an immersive and engaging concert experience, even for audiences who can't be at the concert physically.”***

In addition, the Concert Showcase will also give viewers a sneak peek into the exciting pipeline of movies that the Group is producing locally and regionally.

*** Note:**

Details of the AGM and EGM (Venue has been changed to the below)

Date: **Wednesday, 20 July 2016**
Time: **5pm**
Venue: **30 Prinsep Street, Level 8, Room – HIPHOP@8**
Income at Prinsep Building, Singapore 188647

Details of mm2 UnUsUaL 影视音乐会 Concert Showcase

Date: **Wednesday, 20 July 2016**
Time: **8pm**
Venue: **MasterCard® Theatres, Marina Bay Sands**
Address: **B1/F The Shoppes @ Marina Bay Sands,**
10 Bayfront Ave, Singapore 018956
Respond by date: **Friday, 15 July 2016, with the number of attendees**
(Note: Tickets are to be allocated on a first-come first-served basis)
Response via email: **ir@mm2asia.com**

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About UnUsUaL Group of Companies

The UnUsUaL Group of Companies ("UnUsUaL"), previously known only as UnUsUaL Productions, was incorporated in 1997. It started off as a sound, stage and lighting equipment rental business and has since grown to become one of the leading names in event and concert production. It is also a proud partner of the Singapore Grand Prix. Its dominance in audio and lighting design, as well as its ability to deliver a total technical production package that has seen the company successfully penetrating the arts and drama scene, in addition to organizing world-class events and concerts such as well-known Hong Kong and Taiwanese artists such as Andy Lau, Jacky Cheung, A-mei (Zhang Hui Mei), Sammi Cheng, and the late Anita Mui. UnUsUaL has also gone regional and promoted their shows in Malaysia, China, Hong Kong and Macau. Since then, the UnUsUaL Group of Companies has taken the opportunity to expand its operations and is now home to UnUsUaL Productions, UnUsUaL Entertainment and UnUsUaL Development.

About mm2 Asia Ltd.

Headquartered in Singapore, mm2 Asia is a producer of films and TV/online content. As a producer, mm2 Asia provides services that cover the entire filmmaking process, including securing financing, producing and distributing as well as securing advertising and sponsorship. mm2 Asia further strengthened its competitive advantage through acquiring a majority stake in local 3D animation company, Vividthree Productions, as well as the ownership of five cineplexes in Malaysia. In addition to Singapore, mm2 Asia also has a presence in Malaysia, Hong Kong, Taiwan and China through its group companies and/or strategic working partnerships. mm2 Asia has co-produced and/or distributed over 80 films across Asia since 2008 including co-producing well-known films such as the 'Ah Boys to Men' and 'Long Long Time Ago' series; and distributing titles such as Malaysia's 'The Journey' and Taiwan's 'Café.Waiting.Love'. In 2014, mm2 Asia made its debut on the Singapore Exchange Securities Trading Limited (SGX stock code: 43D), becoming the first Singapore film production company to achieve this.

For more information, please visit www.mm2asia.com

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This news release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, Hong Leong Finance Limited (the "Sponsor"), for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this document.

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