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**IMMEDIATE RELEASE**

## **Vividthree Deepens Push into NFT Gaming Industry With Investment in GammaR**

- **Vividthree to subscribe for convertible loan notes of up to S\$4.08 million in GammaR; loan to be disbursed in tranches**
- **Vividthree has option to convert loan notes into a controlling equity stake in GammaR at any time over three-year period**
- **Stake in GammaR will allow Vividthree to capitalise on recent surge in popularity of NFT blockchain games**

**Singapore, January 05, 2022 - Vividthree Holdings Ltd. (SGX: OMK) (“Vividthree”, the “Company”, or together with its subsidiaries, the “Group”),** a diversified entertainment company specialising in the production of immersive experiences with mixed technologies, announced today that it will deepen its push into the NFT (Non-Fungible Token) gaming sector by investing in GammaR Pte. Ltd. (“GammaR”), a company incorporated in Singapore.

The Group has entered into an agreement to subscribe for convertible loan notes (“Loan Notes”) of up to S\$4.08 million in GammaR, at an interest rate of 3.5% per annum for a period of three years from the date of disbursement. Vividthree has the option to convert the Loan Notes into a controlling equity stake in GammaR at any time over this period. The Loan is expected to be funded through the Group’s internal resources, and if required, an additional fund-raising exercise. In the event of a default, the Loan Note will be redeemed immediately at the principal amount, together with all interest accrued.

GammaR intends to provide small game developers with the platform and resources to develop and monetise their ideas and innovations in the market, while riding the recent surge in popularity of digital assets, NFTs and the metaverse.

The gaming and gamification company is established by Jonathan Zhang, and supported by a team who hails from various backgrounds, including digital business, blockchain technology and mobile gaming. After starting his career in the financial services industry, Zhang held senior management positions across industries in both public and private companies, before founding GammaR.

Blockchain games have seen a surge in popularity, partly due to the ongoing COVID-19 pandemic. According to data compiled by Blockchain Game Alliance (BGA)<sup>1</sup>, NFT games generated US\$2.32 billion in revenue in the third quarter, accounting for an estimated 22% of all NFT trading volumes industry-wide during the period, as blockchain games gathered steam.

As part of its long-term strategy to beef up its library of intellectual properties (“IPs”), Vividthree has been exploring opportunities in the fast-growing gaming sector to boost revenue streams. The Group’s infrastructure and expertise in content production, IP management, and ability to scale concepts into reality through MICE activities, are key drivers that enable it to leverage on accelerating growth in the global gaming industry.

Managing Director of Vividthree, Mr Charles Yeo, said, ***“We are pleased to announce our partnership with GammaR, which will provide us with a source of gaming IPs as well as opportunities to leverage the rising popularity of NFT blockchain games. Through this investment, Vividthree is well-placed to capitalise on the rapid growth of the global gaming industry in general, and surging interest in NFT and blockchain games in particular.”***

Mr Jonathan Zhang, Founder and CEO of GammaR, said, ***“My team and I are delighted to unveil our collaboration with Vividthree. We recognise Vividthree's regional track record in content production, intellectual property and ability to scale concepts into reality through MICE activities. The synergies between our teams will surely birth exciting times ahead.”***

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### **About Vividthree Holdings Ltd.**

Headquartered in Singapore with subsidiaries in Malaysia and China, Vividthree Holdings Ltd. specialises in Visual Effects (“VFX”), animation and Virtual Reality (“VR”) for content creation and

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<sup>1</sup> “Blockchain Game Alliance: NFT games generated \$2.32B in Q3” dated 16 December 2021:  
<https://venturebeat.com/2021/12/16/blockchain-game-association-nft-games-generated-2-32b-in-q3/>

services across the Digital Entertainment and Out-of-Home Entertainment sectors, as well as collaborations in Meetings, Incentives, Conferences, Exhibitions (“MICE”) projects.

Since its establishment in 2006, Vividthree has secured its position as Singapore’s leading 3D animation and VFX studio with its multi-award-winning track record. In 2017, the Company expanded into the immersive media space with virtual reality (VR) and augmented reality (AR) capabilities. The Vividthree brand of excellence can be found in many works, including Singapore’s box-office breaking trilogy Ah Boys to Men, SG50 Future of Us Exhibition, NS50 Home Team parade and Train to Busan VR Tour show.

Vividthree has secured the exclusive rights to develop a VR tour show for Peninsula, the sequel to the 2016 Korean box office hit, Train to Busan, as well as acquired the intellectual property rights to the popular web comic, Silent Horror.

Vividthree is a subsidiary of SGX Mainboard-listed mm2 Asia Ltd. (SGX Stock Code: 1B0), producer of film, television and online content. In September 2018, Vividthree debuted on the SGX Catalist board (SGX Stock Code: OMK)

For more information on Vividthree Holdings: <https://www.vividthreeholdings.com>

### **About GammaR Pte. Ltd.**

In an increasingly digitised environment, all engagements and interactions have the potential to extend beyond the physical. In recognition of this trend, GammaR was birthed to create and extend realities into and through new digitised platforms and worlds. With a focus on gaming and gamification, the team aims to develop interactivity and foster engagements between brands, creative agencies, content creators and stakeholders to develop a sustainable and growing community that straddles both digital and physical worlds.

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