

Hatten Land Strengthens Digital Presence in Asia as a Strategic Partner of SMART MELAKA BLUEPRINT 2035; To Co-Organise Smart Melaka International Conference 2022

- **Continual advancement of Hatten Land’s strategic pivot, including Esports, Phygital, Metaverse, and Blockchain, to attract footfalls and increase value of its physical assets by re-purposing its assets and partnering with government agencies and established industry leaders**
- **The Group and Melaka ICT Holdings Sdn Bhd (“MICTH”) signs MOU with an objective to collaborate under SMART MELAKA BLUEPRINT 2035 (“SMB2035”) with a focus on sustainable and smart cities developments, where MICTH has been entrusted by the State Government of Melaka to implement the technology development and to drive the State of Melaka towards the digital economy strategy under SMB2035**
- **Co-organiser of Smart Melaka International Conference 2022 (“SMIC 2022”) with MICTH to catalyse meaningful collaborations across different fields and markets in the area of smart cities, urban solutions, and emerging sustainable technologies**
- **The Group signs MOU with Malaysia Smart Cities Alliance Association (“MSCA”), an association under MIGHT, think tank under the purview of the Malaysia Prime Minister's Department, to collaborate on smart cities initiatives in Malaysia**

SINGAPORE, MELAKA, MALAYSIA, 22 August 2022 – **Hatten Land Limited (惠胜置地有限公司)** (“**Hatten Land**”, “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that SMB2035 was officially launched at Hatten Land’s ElementX today by the Chief Minister of Melaka, YAB DATUK SERI UTAMA (DR.) HAJI SULAIMAN BIN MD. ALI.

SMB2035 is a strategic document prepared by the State Government of Melaka, in collaboration with Malaysian Industry-Government Group for High Technology (“MIGHT”), and it serves as a guide for Melaka’s digital transformation while maintaining its rich cultural heritage and an inclusive, vibrant and thriving economy. For more information on SMB2035, please visit www.melaka.gov.my.

As part of the official launch, the Group and MICTH have signed a Memorandum of Understanding (“MOU”) with an objective to collaborate under SMB2035, focusing on sustainable and smart cities development. MICTH has been entrusted by the State Government of Melaka to implement the technology development and to drive the State of Melaka towards digital economy strategy.

In addition, the Group and MICTH will jointly organise Smart Melaka International Conference 2022 (“SMIC 2022”) for the global technology and innovation community. Over a 3-day period of panel discussions, webinars, exhibitions, and interactive activities, SMIC 2022 aims to bring together leaders, leading academics, practitioners, entrepreneurs, innovators, and investors, catalysing meaningful collaborations across different fields and markets in the area of smart cities, urban solutions, and emerging sustainable technologies.

Dato’ Colin Tan, Executive Chairman and Managing Director of Hatten Land, said: *“SMB2035 is a very important initiative by the State Government of Melaka to bring more benefits and convenience to the community via smart cities’ innovations and technologies, while maintaining the city’s vibrancy, efficiency and liveability.*

Aligned with this vision, Hatten Land is working in close collaboration with MICTH and other strategic partners to accelerate greater digitalisation in Melaka and create more opportunities in its digital economy, enhancing resiliency and sustainability as well as fostering a stronger sense of community.”

Setting its sights on becoming a proponent of Esports globally, Hatten Land ties up with government-linked organisations and prominent companies in various Esports and phygital initiatives at ElementX

Southeast Asia's First Metaverse Experiential Hub comprising 1.88 million square feet of retail and entertainment space, ElementX is aimed at attracting experienced gamers and those who are new to Esports and Metaverse.

More recently on 18 August 2022, the Group signed a Phygital Integrated Esports Partnership Agreement with MOONTON Games to jointly develop and launch the world’s first Mobile Legends: Bang Bang (“**MLBB**”) Integrated Esports Hub in Melaka at ElementX and promote Mobile Legends: Bang Bang in Malaysia and across the region via marketing campaigns, Esports tournaments and branding events.

Developed by MOONTON Games, Mobile Legends: Bang Bang has more than 1 billion downloads globally with a player base of 100 million monthly active users and is the number 1 multiplayer online battle arena game in Southeast Asia.

Under the partnership agreement, MOONTON Games and Hatten Land will jointly develop and transform ElementX mall and hotel into the world’s first Mobile Legends-themed Integrated Esports Hub that aims to attract 20 million visitors from around the region.

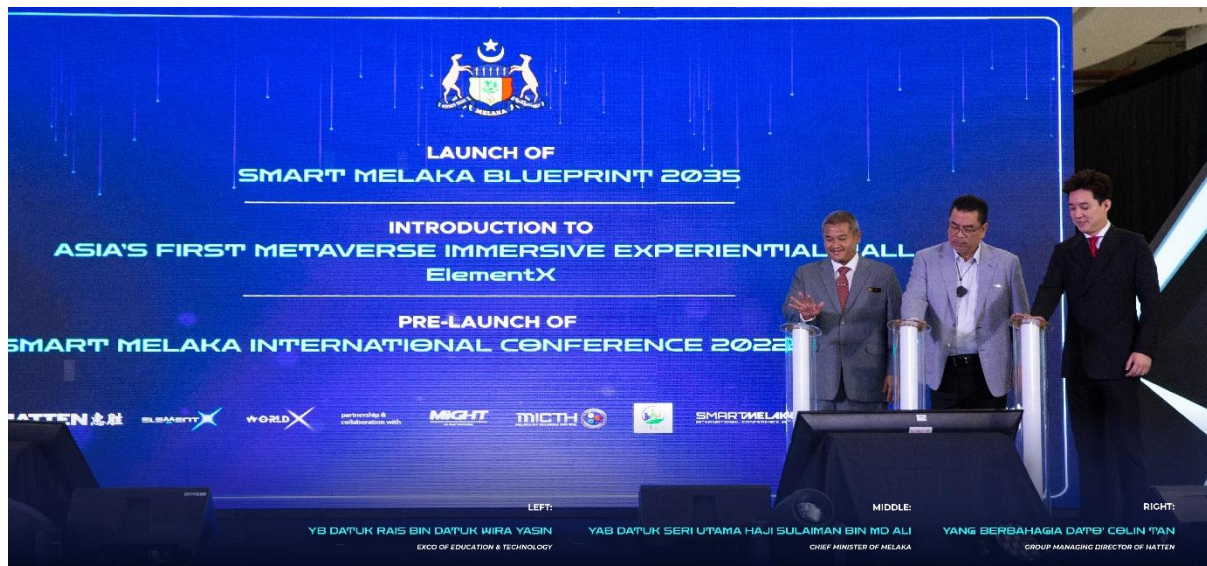
With multiple giant-sized displays of Mobile Legends: Bang Bang characters and MLBB-themed hotel rooms, ElementX will create experiential interactions and an immersive environment for fans and the public, with conducive spaces for gaming and Esports activities, thereby attracting more footfalls to ElementX.

Attracting new visitors (such as gamers and fans) and boosting tourism activities in Melaka, ElementX is expected to become the destination mall in Melaka and a brand-new family go-to attraction in Malaysia.

Positioned as Southeast Asia's first large-scale integrated Esports experiential hub, Metaverse gateway and themed award-winning hotel accommodation, Hatten Land has made continual advancement of Hatten Land's strategic pivot, including Phygital, Metaverse and Esports, to attract footfalls and increase value of its physical assets by re-purposing the assets and partnering with established industry leaders, such as Huawei International, Focus Media Sports, KITAMEN and Melaka Esports Association, etc. With the addition of Mobile Legends: Bang Bang, the Southeast Asia's top game, Hatten Land has once again shown its consistency and constant commitment towards delivering its strategic pivot announced.

Creating a blueprint for the future of smart and connected communities in Malaysia to embrace economic, social and environmental sustainability

In the smart city spectrum, Hatten Land has signed a MOU with Malaysia Smart City Alliance Association (MSCA) to collaborate on smart cities initiatives in Malaysia. Located within the prime and strategic locations in Melaka, Malaysia, the Group's properties current development portfolio comprises five integrated mixed-use development projects and retail mall. Hence, there are significant opportunities to work together with MSCA to test and deploy smart city technologies and innovations within Hatten Land's property assets.



Note: This press release is to be read in conjunction with the SGX announcement released on the same date.

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About Hatten Land Limited

Hatten Land Limited is one of the leading property developers in Malaysia specialising in integrated residential, hotel and commercial developments. Headquartered in Melaka, it is the property development arm of the conglomerate Hatten Group, which is a leading brand in Malaysia with core businesses in property development, property investment, hospitality, retail and education.

To potentially enhance the value of its physical assets as well as create digital assets at the same time, with sustainability efforts in mind, the Group's new business strategies is to re-purpose the Group's physical assets, in particular its malls, by identifying new uses, including but not limited to co-sharing office spaces, talent innovation hub, education-related activities, cinema operations, crypto mining and renewable energy activities.

The Group has obtained shareholders' approval to diversify its business to include renewable energy, physical-digital malls, cryptocurrency mining and the Metaverse via an extraordinary general meeting on 30 December 2021.

With the various digital and renewable initiatives announced by the Group, there are opportunities for the Group to enter into new markets offering new business opportunities which would potentially provide additional and recurrent revenue streams and assist in continual growth of the Group.

Hatten Land Limited began trading on the Catalist board of SGX-ST on 28 February 2017 after the completion of the reverse takeover of VGO Corporation Limited.

For more information, please visit: www.hattenland.com.sg

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