

Press Release

THE VOICE CONQUERS SINGAPORE AND MALAYSIA

Singapore, 20 October, 2016 mm2 Entertainment (a wholly-owned subsidiary of mm2 Asia Ltd.) has entered into a format license agreement with Talpa Global B.V. ('Talpa Global') to acquire the exclusive licensed rights to produce and broadcast *The Voice*, Talpa's flagship talent format, for the Singapore/Malaysia version.

First aired in The Netherlands in 2010, *The Voice* is currently being watched on every continent, attracting more than 500 million viewers. It has over 55 million Facebook fans and more than 10 million Twitter followers. *The Voice* and *The Voice Kids* have close to 8 billion YouTube views and over 12 million subscribers worldwide.

Maarten Meijs, Managing Director of Talpa Global, said: "*The Voice* continues to prove its universal appeal, with the focus on positivity being the differentiating factor that speaks to audiences around the globe. Currently airing in over 180 countries with close to 70 local productions, a very rare accomplishment in today's television landscape, we're incredibly proud that *The Voice* has reached yet another new territory and believe the format will be a fantastic hit in Singapore and Malaysia."

mm2 Entertainment, producer of hit movies such as the highly successful *Ah Boys To Men* franchise and online singing competition *Hear Me Sing*, will produce the Singapore/Malaysia version of *The Voice* in Mandarin. This is the first time a single version of the format is produced for two territories.

"We're pleased and really excited to have acquired *The Voice* for Singapore/Malaysia," said Melvin Ang, CEO, mm2 Asia. "Given the strong historical and cultural bond between the two countries, the Singapore/Malaysia version is a great way to extend this iconic format to this part of the world. Through the show, we're also looking to unearth fresh acting and singing talents for our diverse range of movies and entertainment platforms."

The Singapore/Malaysia version of *The Voice* is scheduled to air in 2017.

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mm2 Asia Ltd.

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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, and event and concert production company, UnUsUaL Group of Companies. The Group also established its own cinema chain, mm2 Cineplexes, through the ownership of five cineplexes in Malaysia.

In addition to Singapore, mm2 Asia also has a presence in Malaysia, Hong Kong, Taiwan and the PRC through its group of companies and/or strategic working partnerships. mm2 Asia has co-produced and/or distributed over 50 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: 1B0), becoming the first Singapore film production company to achieve this.

For more information, please visit www.mm2asia.com

About Talpa Media (www.talpa.tv)

Talpa Media comprises Talpa Netherlands and Talpa Global. Talpa Netherlands consists of Talpa Content, the group's in-house creative development unit for television formats and connected concepts, and Talpa Productions, the group's TV production unit that produces the shows for The Netherlands. Talpa Fiction, the company's scripted arm, and MasMedia are separate production units focused on the development and production of formats.

Talpa Media's global network includes production companies Talpa Media USA, the division of the Talpa Media based in Los Angeles, Talpa Middle East, headquartered in Dubai, as well as Talpa Germany with offices in Berlin and Hamburg. Other Talpa partnerships are vested in the UK, Australia, France, Italy, the Nordic region, Sub Saharan Africa and Portugal.

Talpa Media is a separate business unit within ITV Studios.



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