



GOODWILL ENTERTAINMENT HOLDING LIMITED

(Incorporated in Republic of Singapore)

(Company Registration Number: 201633838K)

**FOR IMMEDIATE RELEASE**

## **Goodwill Entertainment Launches Comprehensive Shareholder Privileges Programme**

***SGX-listed entertainment group introduces rewards system to recognise investor support***

**Singapore, 8 July, 2025** – Goodwill Entertainment Holding Limited (“Goodwill” or the “Company”, and together with its subsidiaries, the “Group”), a leading operator of integrated family karaoke, nightlife, and live entertainment experiences, is pleased to announce the launch of its Investor Appreciation Privileges programme, a comprehensive rewards system designed to thank shareholders for their continued support and investment in the company. The programme offers exclusive benefits across GEH's entertainment portfolio, which spans 12 locations and 13 outlets featuring karaoke, live shows, and dining experiences, including venues along Singapore's Orchard Road.

For more details, please visit: [https://goodwillsg.com/wp-content/uploads/2025/07/goodwill-entertainment-holding-limited-investor-appreciation-privileges-20250704\\_web.pdf](https://goodwillsg.com/wp-content/uploads/2025/07/goodwill-entertainment-holding-limited-investor-appreciation-privileges-20250704_web.pdf).

### **Rewarding Investor Confidence**

The initiative reflects GEH's commitment to recognising the loyalty of its investor base across its entertainment concepts.

***"Our shareholders are the foundation of our success, and this programme represents our commitment to recognising their trust and investment in our vision,"*** said Flint Lu, Chairman and CEO of Goodwill Entertainment Holdings. ***"We've designed these privileges to offer genuine value across our entertainment portfolio, from our karaoke venues to our live show experiences. This is our way of ensuring that those who support our growth can enjoy the fruits of our collective success. We look forward to celebrating many more milestones together as we continue to expand and enhance Singapore's entertainment landscape."***

### **Song-Writing Partnership With Jack Neo**

Separately, the Group will sign a contract with prominent local film director, comedian and TV host Jack Neo (Liang Zhiqiang) to jointly create a local arrangement of the well-known "Happy Birthday" song, with plans to release it globally. The signing ceremony will be take place on 12 July, 2025 at 3pm at FATE by HaveFun @ Orchard Cineleisure.

**#End#**

**About Goodwill Entertainment Holding Limited**

Founded in 2016, Goodwill Entertainment is a diversified multi-entertainment operator in Singapore, offering immersive experiences under the brands “HaveFun Family Karaoke,” “FATEbyhavefun,” and “HaveFun LiveShow.” With a network of 11 outlets, the Group delivers a full spectrum of entertainment from family-friendly karaoke to live DJ sets and immersive stage shows. The Group is listed on SGX Catalist under the stock code GEH.

For more information, please visit: <https://goodwillsg.com/investor-relations/>

For details of the Shareholder Privileges Programme, click: <https://goodwillsg.com/investor-relations/>

**Investor Relations & Media Contact**

Ms Emily Choo

Mobile: +65 9734 6565

Email: [emily@gem-comm.com](mailto:emily@gem-comm.com)

**IMPORTANT NOTICE**

This news release is for information only and does not constitute or form part of an invitation, solicitation or offer to acquire, purchase, or subscribe to any securities in Singapore or any other jurisdiction, nor shall it or any part of it form the basis of, or be relied upon in any connection with, any contract, commitment, or investment decision whatsoever.

This press release has been reviewed by the Company’s Sponsor, Evolve Capital Advisory Private Limited. This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Mr. Jerry Chua (Tel: (65) 6241 6626), at 160 Robinson Road, #20-01/02, SBF Center, Singapore 068914.