



Immediate Release

Vividthree Showcases Train to Busan VR Content During Busan International Film Festival Asian Film Market

- ***Contents Panda launches 'cross media experience booth' at BIFF Asian film market***
- ***Vividthree Holdings will be supporting the event by showcasing the Train to Busan VR Content Demo during the film festival***
- ***Experience "Real-Life" zombie action***

Singapore, 06 October, 2018 – Vividthree Holdings Ltd. (SGX:OMK), a virtual reality (“VR”), visual effects and computer-generated imagery production studio (“Vividthree”, the “Company” or the “Group”) along with Contents Panda (“Contents Panda”), Next Entertainment World’s (“NEW”) international business division- will be presenting “Train to Busan” VR thematic tour for the very first time to the world, in conjunction to its 10th anniversary this year. The Train to Busan (“Train to Busan”) VR thematic tour will be held at the Busan International Film Festival (“BIFF”) Asian Film Market from 6th October to 9th October 2018, allowing visitors to experience “real-life” zombie action.

Train to Busan VR Thematic Tour

‘Train to Busan’ VR, having attracted attention as a prime form of cross media content that combines film and VR. In March 2018, Vividthree entered into binding term sheet with Contents Panda, intellectual property (“IP”) rights owner of “Train to Busan” to develop and produce the VR tour show. Since, the Company has spent months to research and develop the content for the touring show.

“We are extremely honoured to be showcasing, for the very first time, our VR content at the BIFF Asian Film Market. We believe that this VR thematic tour will not only put Vividthree on the map as a VR content producer, as we may acquire more Intellectual Properties and build more exhibit sets.” added Mr Charles Yeo, Managing Director of Vividthree.

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About Vividthree Holdings Ltd.

Established in 2006, Vividthree is a virtual reality (VR), visual effects (VFX) and computer-generated imagery studio that develops and creates digital intellectual property assets that primarily consists of storylines with accompanying characters and visual elements. Vividthree develops and/or acquires digital intellectual property assets to produce virtual reality products such as thematic tour shows, such as the recently announced *Train to Busan*.

Vividthree has a network presence in Singapore and Malaysia, focusing primarily on two business segments, namely, Post-Production and Content Production.

In 2015, Vividthree Productions Pte. Ltd., which is now a subsidiary of the Company, was acquired by mm2 Asia Ltd., a Singapore based, SGX Mainboard listed producer of films, TV and online content.

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

About Contents Panda

Contents Panda is Next Entertainment World's international business and ancillary rights division. Its international sales division was founded in 2015, pitching top-notch films presented by NEW, Contents Panda and others. Contents Panda also has an acquisition team that distributes ancillary products and invests in various entertainment products. Each year, Contents Panda tries to widen the spectrum of business markets and develop new models for the platform.

About Next Entertainment World (NEW)

Next Entertainment World (NEW) started out as a film investment and domestic distribution company in 2008. Since its foundation, NEW has successfully expanded its businesses to film, TV drama, music, theater, sports and performance. Taking a lead in the Korean entertainment industry, NEW continues to develop creative and original contents with commercial and artistic values. With its consistent accomplishments, NEW successfully debuted in the stock market in 2014.

For more information, please visit www.its-new.co.kr.

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This news release does not purport to be complete and is qualified in its entirety by, and should be read in conjunction with, the full text of the Offer Document, including but not limited to the “Risk Factors” and “Cautionary Note Regarding Forward-Looking Statements” sections of the Offer Document.

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