

Press Release

**UnUsUaL™ successfully lists on the SGX Catalist Board
at a Market Cap of \$128 million, anchored by SPH**

- *96,990,000 placement shares were subscribed at \$0.20 per share*

Singapore, 10 April 2017 – UnUsUaL Limited, an indirect subsidiary of mm2 Asia, (“**mm2 Asia**” and together with its subsidiaries, the “**Group**”), listed on the Catalist Board of the Singapore Exchange today, raising an aggregate of \$19.4 million, anchored by cornerstone investor SPH AsiaOne Ltd, a subsidiary of Singapore Press Holdings Limited (“**SPH**”).

“I’m excited that the listing is well received and we look forward to rolling out our growth plans, which include regional expansion and developing our own IP Format, Events, and Shows. The combined resources of SPH and mm2 Group of Companies will definitely help us achieve our goals faster,” said Mr Leslie Ong, CEO of UnUsUaL.

“We would like to congratulate UnUsUaL on this important milestone. As a leading media organisation and content provider, we are pleased to partner with UnUsUaL, a key player in the entertainment scene, both locally as well as regionally. Our collective strengths with UnUsUaL and mm2 Group of Companies will create new business opportunities and shared success for all companies. We can also give greater value to our customers and grow our audience outreach,” said Mr Anthony Tan, Deputy CEO of SPH.

“mm2 is delighted with the listing of UnUsUaL, especially with SPH as a strategic partner. This is a reflection of the close working relationship between the Group and SPH. We look forward to greater collaboration and a closer working relationship to realise our common vision of tapping into the many opportunities the current evolving media landscape will bring to the region and beyond.” said mm2 Asia Executive Chairman, Mr Melvin Ang.

- End of Press Release -



mm2 Asia Ltd.

mm2 Asia Ltd.
Co. Reg. No.:
201424372N
1002 Jalan Bukit Merah
#07-11 Singapore 159456

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, event and concert production house, UnUsUaL Group of Companies as well as the ownership of two cineplexes in Malaysia. In addition to Singapore, mm2 Asia also has a presence in Malaysia, Hong Kong, Taiwan and China through its group 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.

About Singapore Press Holdings

Incorporated in 1984, Main Board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms, ranging from print, digital, radio and out-of-home media.

SPH owns award-winning newspapers, magazines and best-selling books in both print and digital editions, as well as online classified businesses in the region. In addition, SPH has two English radio stations and one Chinese radio station, an out-of-home digital advertising unit, a regional events and conferences arm, and runs a chain of modern retail convenience stores. SPH also has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall. SPH's latest retail development is The Seletar Mall located in Sengkang.

For more information, please visit www.sph.com.sg

About UnUsUaL Limited

The UnUsUaL Group of Companies, consisting of UnUsUaL Productions, UnUsUaL Entertainment and UnUsUaL Development was incorporated in 1997.

It started off as an audio, staging, lighting and video rental business and has since grown to become one of the leading names Asia for concert promotion and production. The ability to deliver has seen the company successfully penetrating the arts and drama scene, in addition to organizing world-class events and concerts.

UnUsUaL Productions

The backbone of the organization, UnUsUaL Productions, has one of the largest technical inventories in Singapore.

UnUsUaL Productions provides audio, staging, lighting and video design as well as technical solutions for a diverse range of events such as concert, product launch, press conference,

red carpet event, exhibition, trade show, music festival, large scale outdoor event and more. It is a proud partner of the Singapore Grand Prix, Formula One (Year 2008 to 2015) and Chingay Parade (Year 2013 to 2015).

The team is trained to provide creative and quick solutions to all types of production work, and are familiar with most of the major venues around Asia.

UnUsUaL Entertainment

Having promoted the concerts of some of the biggest Asian artistes, UnUsUaL Entertainment is recognised as one of the key promoters in the region. In recent years, it has also toured Asia with prominent Western acts.

Other than concerts, UnUsUaL Entertainment also markets and organises private showcases, autograph sessions, fan meets and charity events.

Sold-out performances by Asian and International artistes under UnUsUaL Entertainment's portfolio include – A*mei, Anita Mui, Air Supply, Andy Lau, Cesar Millan, David Tao, G.E.M., F4, Fei Yu Qing, Hillsong, Jacky Cheung, Jam Hsiao, Jay Chou, Jeff Chang, JJ Lin, Kenny Rogers, Kim Soon Hyun, Lee Min Ho, Lionel Richie, Mariah Carey, Michael Buble, Pet Shop Boys, Pitbull, Rain, S.H.E., Sammi Cheng, Sandy Lam, Shinhwa, Show Lo, Stefanie Sun, Tsai Chin, Wakin Chau, Wonder Girls, Wynners, Yanni and more.

UnUsUaL Development

UnUsUaL Development manages The MAX Pavilion at Singapore Expo, which sits 5,000. It is a choice alternative venue for many concerts and events in Singapore.

Artistes that have held concerts and fan meets at The MAX Pavilion include 5566, Alan Tam, Beast, The Chemical Romance, Guinness Arthur Day's concert, Fall Out Boy, FT Island, Jeff Chang, Kenny G, Lee Min Ho, Mayday, Michael Bolton, Miss A, The Wanted, and more.

In addition, UnUsUaL Development also undertakes the managing of events such as SEA Games 2015 and Singapore Chinese Orchestra's Our People Our Music Concert 2014.

Unusual Limited is a subsidiary of mm2 Asia Ltd since August 2016 prior to its IPO and is now an indirect subsidiary of mm2 Asia through its 51% holding of Unusual Management Pte Ltd.

This news release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, Hong Leong Finance Limited (the "Sponsor"), for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this document.

This document has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document. The contact person for the Sponsor is Mr Tang Yeng Yuen, Vice President, Head of Corporate Finance of Hong Leong Finance Limited, who can be contacted at 16 Raffles Quay, #40-01A Hong Leong Building, Singapore 048581, Telephone: 6415 9886.
