



C O R P O R A T E P R E S E N T A T I O N 2 0 1 8

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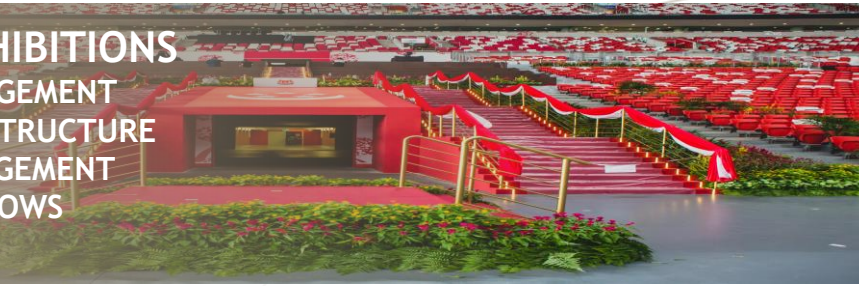
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OUR BUSINESS

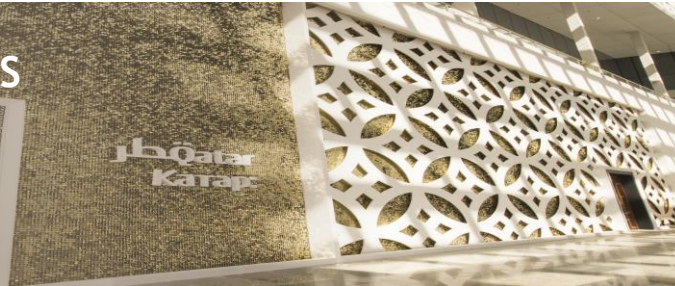
EVENTS & EXHIBITIONS

- EVENTS MANAGEMENT
- EVENT INFRASTRUCTURE
- SPORTS MANAGEMENT
- CONSUMER SHOWS
- TRADE SHOW



THEMATIC ATTRACTIONS

- MUSEUMS
- THEME PARKS
- EXPOSITIONS



INTERIOR ARCHITECTURE

- RETAIL / HOSPITALITY
- HEALTHCARE
- CORPORATE



IP EXPERIENCES

- REVOLUTIONARY EXPERIENCE
- EDUTAINMENT TRANSFORMED
- EXCLUSIVE SHOWCASING



OUR NETWORK



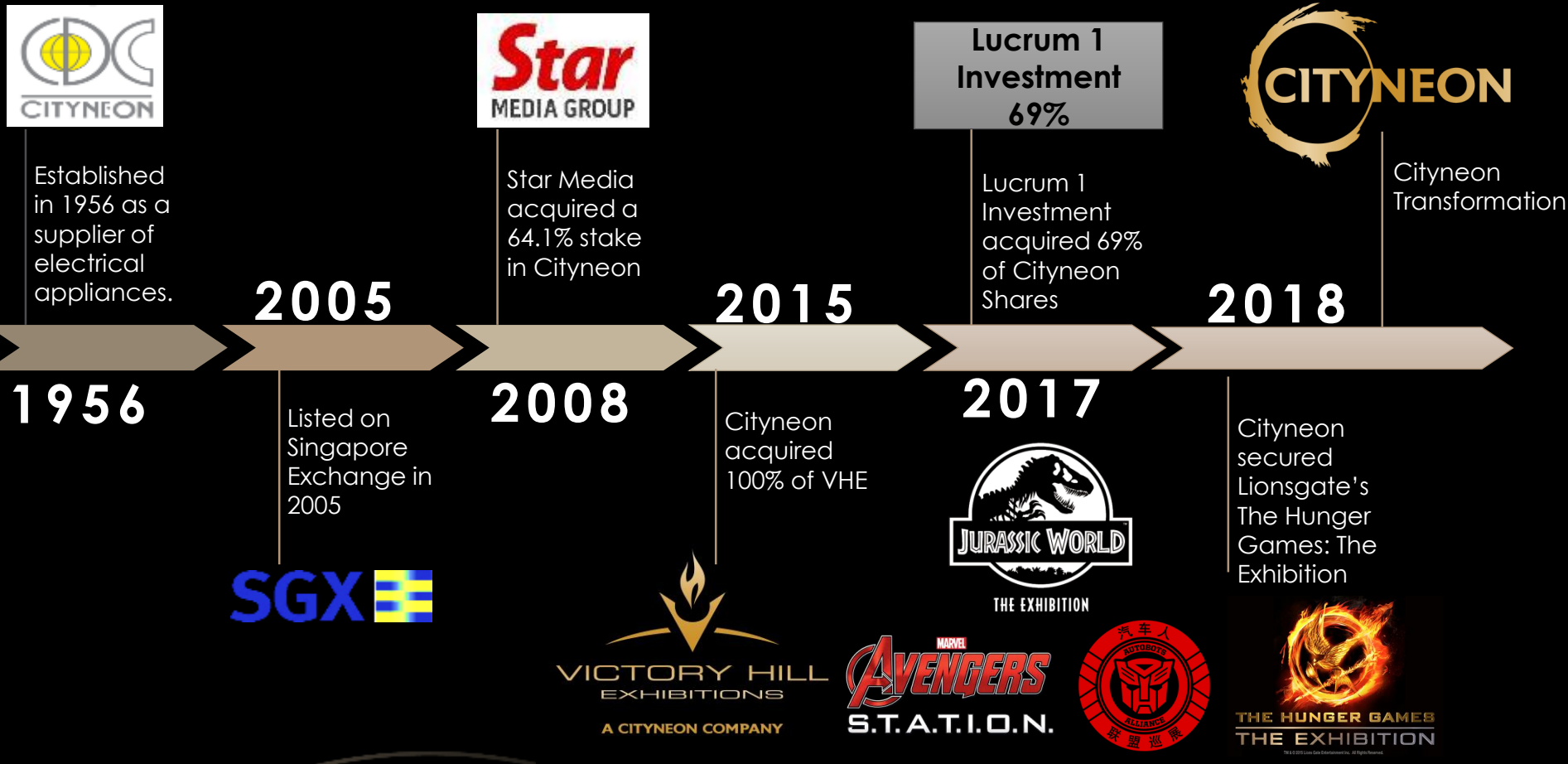
Headquarters & Subsidiaries

SINGAPORE	Headquarters
MALAYSIA	<i>Kuala Lumpur</i>
BRUNEI	<i>Bandar Seri Begawan</i>
VIETNAM	<i>Hanoi, Ho Chi Minh City</i>
MYANMAR	<i>Yangon</i>
CHINA	<i>Shanghai, Hong Kong</i>
INDIA	<i>New Delhi</i>
BAHRAIN	<i>Manama</i>
UNITED KINGDOM	<i>London</i>
USA	<i>Las Vegas, Los Angeles</i>
SOUTH KOREA	<i>Jeju</i>

Affiliates

INDONESIA	<i>Jakarta</i>
THAILAND	<i>Bangkok</i>
PHILIPPINES	<i>Manila</i>
OMAN	<i>Muscat</i>
TURKEY	<i>Istanbul</i>
QATAR	<i>Doha</i>

MILESTONES



CORPORATE PROFILE

- ❖ **Founded in 1956**
- ❖ **Cityneon Holdings was listed on the SGX Sesdaq since 7 December 2005 and subsequently transferred to the Main Board of the SGX-ST on 22 January 2008**
- ❖ **Primarily engaged in (i) IP Experiences, (ii) Thematic Attractions, (iii) Interior Architecture, (iv) Events & Exhibitions**
- ❖ **Owns 4 major international intellectual property rights, namely Marvel's Avengers S.T.A.T.I.O.N., Hasbro's Transformers Autobots Alliance Jurassic World -The Exhibition and Lionsgate's The Hunger Games: The Exhibition**
- ❖ **The various business segments of Cityneon complements each other to provide an integrated and unique solutions to their clients**
- ❖ **The Company has a business presence in Singapore, the United States, the Kingdom of Bahrain, the PRC, Vietnam, Brunei Darussalam, India, Malaysia, the United Kingdom, Myanmar, Hong Kong and South Korea**

STOCK INFO

SGX STOCK CODE

5HJ

**Share price as of
10 Jun'18**

S\$0.97

Market Capitalisation

S\$237.3 mil

#. of shares outstanding

244.7 mil

Free Float

75.9 mil

ANALYSTS' RECOMMENDATION

DBS Vickers

BUY

TP: S\$1.60

KGI Securities

BUY

TP: S\$1.54

UOB Kay Hian

BUY

TP: S\$1.55

CIMB Securities

HOLD

TP: S\$1.16

CLSA Research

NR

Daiwa Research

NR

Maybank KE

NR

ANALYSTS' RECOMMENDATION

Research Houses	Initiation	Recommendation	Call/ Target Price	Analyst
DBS	Share Px: \$0.74	BUY	\$1.60	Ling Lee Keng
	TP: \$1.03			
	June'2016			
KGI	Share Px: \$1.095	BUY	\$1.54	Nicholas Siew
	TP: \$1.38			
	Nov'2017			
UOB KayHian	Share Px: \$0.495	BUY	\$1.55	Andrew Chow/ Nicholas Leow
	TP: \$0.72			
	April'2016			
CIMB	Share Px: \$0.69	HOLD	\$1.16	Ngoh Yisin/ William Tng
	TP: \$0.88			
	May'2016			



INTELLECTUAL PROPERTY (IP)



IP EXPERIENCES

- REVOLUTIONARY EXPERIENCE
- EDUTAINMENT TRANSFORMED
- EXCLUSIVE SHOWCASING

IP EXPERIENCES

- Leveraging on the Company's expertise in designing and creating an experiential environment coupled with the IP rights, we create unique interactive walk-through exhibitions based on blockbuster movie franchise
- The IP rights permit to utilise the various brand name in connection with the development, staging, production, marketing and promotion of the exhibits
- Currently owns a total of 7 exhibition sets, comprising 4 sets of Marvel's AVENGERS S.T.A.T.I.O.N., 1 set of Hasbro's Transformer Autobots Alliance, 1 set of Universal Studio's Jurassic World- The Exhibition and 1 set of Lionsgate's The Hunger Games (Set belongs to Lionsgate)
- Travelled from 01 city to now, 14 cities Globally



2014



New York,
USA

2015



Seoul,
Korea

2016



Paris,
France



Las Vegas,
USA



Melbourne,
Australia

2017



Beijing,
China



Taipei,
Taiwan



Philadelphia,
USA



Chicago, USA



ChongQing,
China

2018



Melbourne,
Australia



Sweden,
Norrko-
ping



Paris, France



THE HUNGER GAMES THE EXHIBITION

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2015



New York,
USA



San
Francisco,
USA

2016



Sydney,
Australia

2017

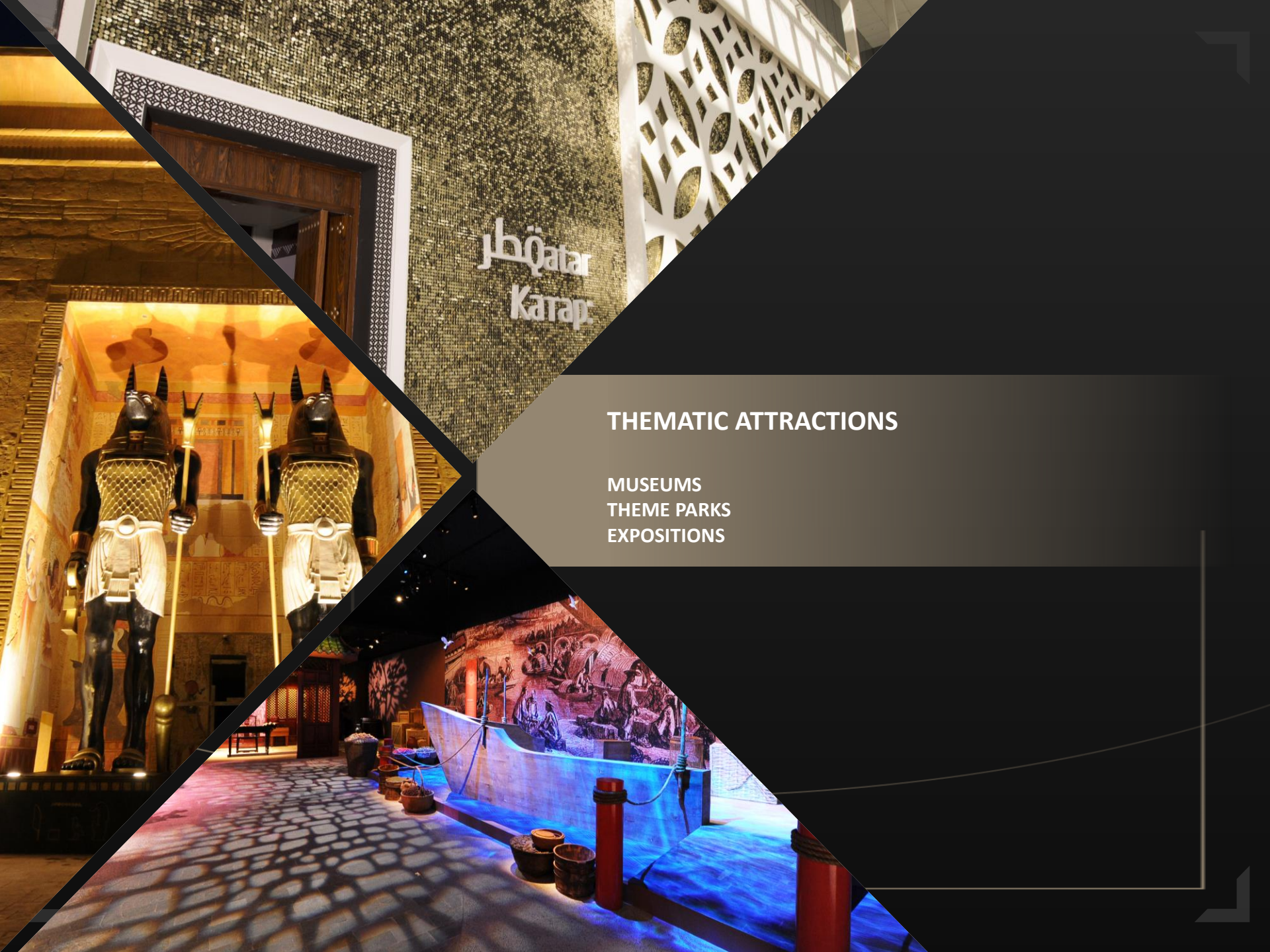


Louisville, USA

- Cityneon secured an exclusive worldwide licence to the rights for the exhibition "The Hunger Games: The Exhibition" from Lionsgate
- The exhibition, based on the Hunger Games movie series, has toured places such as New York, Sydney, San Francisco and Louisville
- The agreement with Lionsgate Exhibition (Lionsgate) lasts for seven years, starting from the earlier of the first opening date of the exhibition to the general public, or eight months from the date of agreement.
- Cityneon gets the first right to buy the exhibition assets and also first rights to exploit other intellectual property (IP) of Lionsgate for new exhibitions comparable in scope.



THEMATIC ATTRACTIONS



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Katara

THEMATIC ATTRACTIONS

- MUSEUMS
- THEME PARKS
- EXPOSITIONS

THEMATIC ATTRACTIONS

- Create multi-sensory experiences for visitors to theme parks and other attractions, expositions, museums and galleries through experiential design and visual branding
- Cityneon specialises in the design, production and installation of customised booths and pavilions which are built to clients' specific requirements and their corporate image
- Award-winning projects: SBR National Award in Designing and building the Oman Pavilion at Expo Milano 2015; Gold Award Best Exhibition Design Medium Sized Pavilions; People's Choice Award Exhibitor Magazine Awards 2017

FEATURE PROJECTS

2015
Oman Pavilion at
Expo Milano 2015

2016
PMO Bolkiah
Gallery in Brunei
International
Theme Park in
Shanghai

2017
Maritime
Experiential
Museum in RWS
Qatar Pavillion at
Expo Astana 2017





INTERIOR ARCHITECTURE



INTERIOR ARCHITECTURE

RETAIL / HOSPITALITY
HEALTHCARECORPORATE

INTERIOR ARCHITECTURE

- Cityneon provides Interior Architecture services to clients in the hospitality, retail, corporate, healthcare and institutional industries both locally as well as overseas.
- The Company's services span from conceptualisation to completion of the project, including the following:
 - a. Architectural spatial planning
 - b. Design consultation
 - c. Project management and feasibility studies
 - d. Consultations on furniture and office systems
 - e. Lighting design
 - f. Colour and procurement



EVENTS & EXHIBITIONS



EVENTS & EXHIBITIONS

EVENTS MANAGEMENT
EVENT INFRASTRUCTURE
SPORTS MANAGEMENT
CONSUMER SHOWS
TRADE SHOW



EVENTS & EXHIBITIONS

- **Events** - Creates, develops, organises, host and manage events as well as provides its services on a turnkey basis.
- Engaged for major sports events such as the Singapore Grand Prix Formula One races from 2008 to 2017.
- The Company provides the following services as part of its events management process:
 - a. Event budgeting and venue recommendation
 - b. Registration of attendees and production of programme and accompanying exhibitions
 - c. Decoration of the event venue and production of souvenir materials
 - d. Managing the media, press and public relations
 - e. Programme control for the events

EVENTS FEATURE PROJECTS

EVENTS PROJECTS

HDB's Home Improvement Programmes

Singapore Grand Prix

Formula One

National Day Parade

Read Fest 2017

World Skills Singapore 2016

OCBC Cycle 2016

Singapore Youth Olympic Festival

8th ASEAN Para Games

28th Southeast Asian (SEA) Games

Nike Hypersense 2014

The Mona Lisa Exhibition



EVENTS & EXHIBITIONS

- **Exhibitions-** Official Exhibition Contractor, Rental of Exhibition Booths, Provision of Ancillary Services
- Install and configure exhibition space, Management of exhibition booths, Design of exhibition, Publicity
- Provide indoor or outdoor space in the form of re-usable and reconfigurable exhibition booths
- Provide rental of furniture for exhibitions
- Supply electrical equipment and on-site environmental facilities
- Provide environmental graphics in the form of corporate signage and logo for marketing purposes

EXHIBITIONS FEATURE PROJECTS

EXHIBITIONS PROJECTS

World Congress on Safety and Health at Work (WCHS) 2017

Bahrain Shopping Festival

Abu Dhabi Sustainability Week 2017

Food and Hotel Asia (FHA) 2016

United Nations Framework on Climate Change 2016

Bahrain International Air Show





KEY MANAGEMENT

2018

OUR KEY EXECUTIVES



RON TAN

EXECUTIVE CHAIRMAN & GROUP CEO

- ❖ Over 15 years of experience in the media & entertainment industry
- ❖ Appointed as a member of the Company's Board of Directors, as Executive Director of Cityneon since 9 November 2015
- ❖ Assumed Executive Chairman position since August 2017
- ❖ Awarded Outstanding Leader in Asia Award at the 4th Asia Corporate Excellence & Sustainability Awards in Oct 2017



MARK KEMPER

GROUP CHIEF CORPORATE OFFICER

- ❖ Over 20 years of experience in the Hospitality, Entertainment & Investment management industry
- ❖ Various leadership positions as Partner at KPMG Hong Kong and KPMG Netherlands
- ❖ Previous: Chairman digital business transformation and innovation practice of KPMG



WELBY ALTIDOR

GROUP CHIEF CREATIVE OFFICER

- ❖ Over 20 years of experience in the entertainment industry
- ❖ Previously the Executive Creative Director Creations of Cirque du Soleil
- ❖ Created well-known shows like Michael Jackson ONE & LUZIA
- ❖ Also a Writer, Author with Wiley-Blackwell (Canada)



MICHAEL MATTOX

CHIEF OPERATION/ TECHNICAL OFFICER

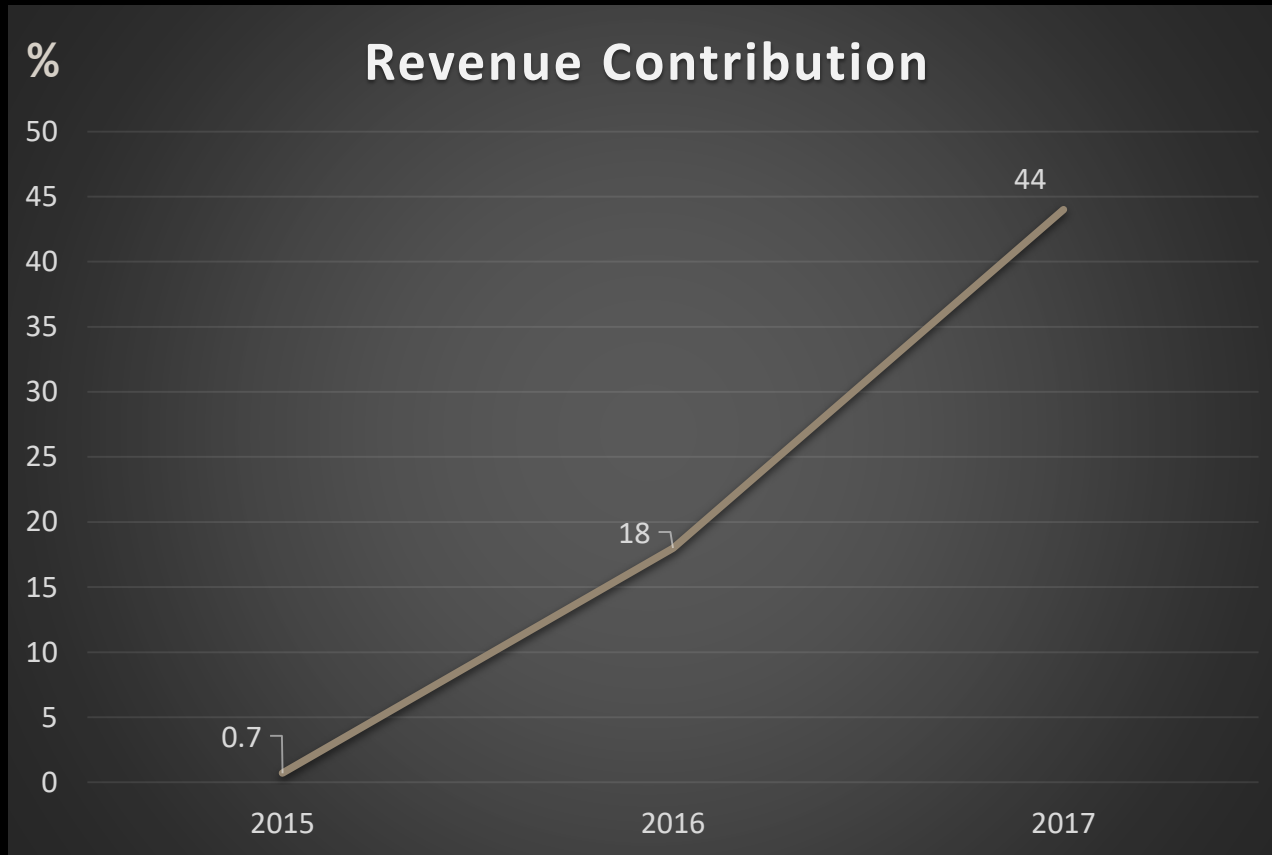
- ❖ Over 15 years of experience in the media & entertainment industry
- ❖ Previously the Director of the Theatrical Services and Entertainment Operations at SeaWorld San Diego
- ❖ Worked as the Technical Director and Operations Production Manager for Cirque du Soleil



FINANCIAL HIGHLIGHTS

BUSINESSES' CONTRIBUTION

- ❖ Revenue stays constant for Traditional business units
- ❖ Majority contribution from its IP business



2015- 2017 FINANCIAL SUMMARY



FINANCIAL SUMMARY: 2015 - 2017

Million \$	2015	2016	2017
Turnover	96.5	96.8	116.7
Profit before tax	0.79	7.3	20.2
Profit after tax	0.83	6.6	17.3
EPS (cents)	0.07	2.8	7.1
NAV (cents)	22.4	28.3	33.9

The Group has adopted SFRS(I)15 from 1 January 2018 using the full retrospective approach. Therefore the net asset value has been restated. And the net asset value as at 30 April 2018 is S\$68.9m.

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GROWTH STRATEGY

FY2018

- Seek opportunities for growth through the acquisition of new intellectual property rights
- Strategic partnership with global brands and local partners will provide access to new markets and new business opportunities

Expanding through Acquisition, Joint Ventures, Strategic Partnerships

- Growing the in-house technical and creative team to deliver innovative products and ideas
- Expand its suite of “design and build” services and distinguish its product offerings

Growing Internal Creative and Design Capabilities



Moving Towards an Asset-Based Structure

- Greater investment in exhibition services assets to service large exhibition space requirements under short notice
- Provide economies of scale and improve Cityneon’s capabilities to take on more projects on a global scale

Synergising and Streamlining Businesses within the Group

Tap on complementing competencies from business segments to deliver better product offering and brand experiences

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FAITH

Into the Future

We are on the right track to grow, barring any unforeseen global calamities

- ❖ Explore new business development opportunities including mergers and acquisitions activities to continue to enhance our shareholders value
- ❖ The Group has continued plans to invest in new exhibition traveling sets and seek & secure new intellectual properties
- ❖ Going forward, we will continue to align the Group's traditional core business with that of the IPR business, especially in the area of creative and design



THANK YOU

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