



[Press Release]

mm2 TO LAUNCH METAVIVA NFT MARKETPLACE SPECIALISING IN ENTERTAINMENT & MEDIA DIGITAL COLLECTIBLES

[11 January 2022] Singapore's leading media entertainment and content company mm2 Asia ("mm2") today announced that it will be launching a new NFT marketplace named **Metaviva** for licensed digital entertainment tokens and collectibles focusing on popular entertainment and media content from the region. mm2 and RHT Aldigi Financial Holdings ("RHT Aldigi") have also entered into a non-binding term sheet for RHT Aldigi to invest in Metaviva.

Powered by blockchain technology, the marketplace will offer fans an opportunity to engage and participate in their favourite content in the form of non-fungible tokens ("NFT"). Collectibles include exclusive keyart, audio visual footages, music, animation, merchandise and extending to even actual props from movies, TV series and events. The marketplace will serve as a hub for consumers to purchase, trade, sell and store digital tokens and will be interoperable across Polygon, Ethereum and other blockchains. Content producers from the region will also be invited to promote their NFTs on the marketplace. The marketplace's launch date will be announced in the coming weeks.

"Today the NFT asset market represents a fraction of the physical asset market. We believe that in the near future, the market for digital collectibles will eclipse that of the physical. The market for licensed merchandise is estimated at US\$291 billion globally in 2020, and expected to grow 2.2% per annum. In 2020, the global NFT market represented approximately US\$338 million in transactional volume, and in August 2021 the total value of NFTs traded crossed the high-water mark of US\$10 billion. At mm2, we are always looking out for new ways to engage with consumers," says Melvin Ang, Founder and Executive Chairman of mm2 Asia .

He continues, "We want to build a platform that will enable content producers to build their brands and community fan base by creating offerings that were previously only available to insiders of the industry. Metaviva NFT owners may get early or exclusive access to limited edition collectibles, and invitations to real world events such as movie premieres and celebrity meet-and-greets."

Jayaprakash Jagateesan, RHT Aldigi Financial Holdings Chief Executive Officer, said, "Our experience in intellectual property ownership, licensing and commercialization, M&A advisory and developing a digital asset marketplace and a distribution channel for alternative assets will enable us to launch a trusted NFT marketplace as an option for mm2 to unlock the value of creative and collectible content. This market place will not be limited to mm2 content alone."

Under the investment agreement for Metaviva, RHTLaw Asia LLP will also provide legal services in relation to the NFT marketplace to ensure the highest level of trust and compliance.



About mm2 Asia

mm2 Asia is Singapore's leading media entertainment and content company with regional offices in Kuala Lumpur, Taipei, Hong Kong, Shanghai, Beijing and the United States. mm2 Asia produces content for a multitude of platforms: movies, TV and web series, telemovies, commercial short films and formats.

About RHT Aldigi Financial Holdings

About the Aldigi Group

The Aldigi Group is a subsidiary of RHT Aldigi Financial Holdings, which combines proven expertise and deep experience across capital markets, blockchain technology and intellectual property to deliver next-gen digital finance solutions through the following entities:

- RHT Capital
- RHT DigiCapital
- RHT i-Assets Advisory

The Aldigi Group leverages its proven proprietary institutional-grade technology to deliver digital asset solutions across multiple asset classes and sought-after alternative investment products. As part of the ONE RHT ecosystem of multidisciplinary professional services, the Aldigi Group has access to a wide range of expertise, including sustainability, to add value to its digital asset solutions.

About RHTLaw Asia LLP

RHTLaw Asia offers a different perspective on client experience and commercial thinking. As a leading regional law firm headquartered in Singapore, clients can expect intelligent and innovative solutions from a team that is attuned to the nuances of doing business in Asia. With access to its own ASEAN Plus Group, a network of leading firms comprising over 2000+ lawyers in 14 jurisdictions around Asia, as well as its membership with The Interlex Group, a global network of leading law firms, RHTLaw Asia helps clients understand local challenges and navigate regional complexities to deliver a competitive advantage for their businesses in Asia.

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