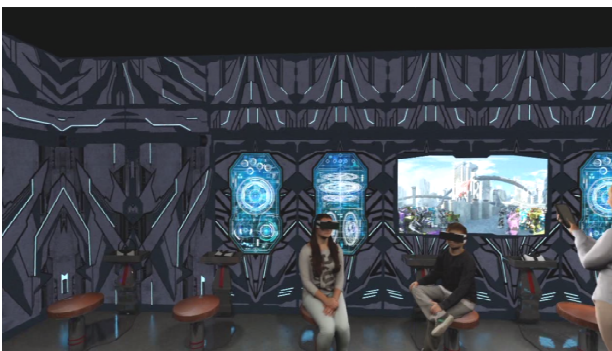


**Immediate Release**

**Hasbro and Cityneon Launch  
Transformers Autobot Alliance Exhibition in China**



***This exciting launch brings an entertainment experience to fans of all ages***

**Singapore – 18 Oct, 2017** – Mainboard-listed Cityneon Holdings Limited (SGX:5HJ) (“Cityneon”, the “Company”, “城贸控股有限公司” or collectively with its subsidiaries, the “Group”), a global innovator in exhibitions, and international branded play and entertainment company, Hasbro Inc. announced today that following years of research and significant development, the ***Transformers Autobot Alliance*** interactive exhibition will open its doors in December 2017 in Chong Qing’s Shin Kong Place. The collaboration finds one of the most iconic entertainment brands, Transformers, at the center of an awe-inspiring, walk-through attraction featuring familiar characters from the famed franchise such as Optimus Prime, Bumblebee, and Windblade.



**Cityneon Holdings Limited**  
Cityneon Design Centre  
84 Genting Lane #06-01  
Singapore 349584  
Tel: (65) 6571 6338  
Fax: (65) 6749 3633  
Registration No: 199903628E

***“This launch has been a long time coming with more than two years of research and development, and significant investment to create what will be one of the most talked about exhibitions to date,” said Executive Chairman & Group CEO of Cityneon Holdings Limited, Ron Tan.***

Transformers Autobot Alliance is the first exhibit of its kind to showcase the larger-than-life robots, as well as special effects, reflex tests, virtual reality, motion sensing, and other features surrounding the brand, staying true to the tagline “More than Meets the Eye.” Fans will even have the chance to learn the Transformers language and decode missions throughout the exhibit.

This exhibit marks the start of a collaboration with Hasbro, Inc. that allows Cityneon to tour this new exhibit in venues around the world.

***“Opening Transformers Autobot Alliance with Cityneon is an exciting brand extension for us that will allow fans to interact with their favorite characters in an entirely new, immersive way. This carefully crafted attraction uses interactive technology to bring a more than meets the eye experience that Transformers fans of all ages will enjoy for years to come,” said Tom Warner, SVP Transformers Franchise.***

The exhibition is slated to open in December 2017 in the popular high-end shopping and living center, Shin Kong Place Chongqing. The more than 15,000 square foot attraction will also showcase a merchandise area for post-attraction purchases. Following a successful run with Cityneon and its Marvel Avengers S.T.A.T.I.O.N. attraction in Beijing Chaoyang Park and in Chong Qing, Starclouds will once again be the team to present the inaugural Transformers Autobot Alliance in Chong Qing.

“We’re thrilled to continue our relationship with Cityneon, continuing to bring China these unique entertainment experiences,” said Starclouds Chairman, Li Yao Han.

### **About Cityneon Holdings Limited**

As a leading service agency, Cityneon specialises in crafting quality customer and brand experiences in the fields of Interior Architecture, Events, Exhibitions, Theme Parks and Intellectual Property Rights from the major studios: Marvel Avengers S.T.A.T.I.O.N exhibition, Hasbro Transformers Auto-bot Alliance and Jurassic World, The Exhibition.



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Cityneon is committed to high excellence, precision and creativity, and is uniquely proficient in the conceptualisation and creation of immersive attractions, theme parks and exhibitions featuring state-of-the-art technologies and immersive storytelling.

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon (SGX:5HJ) has been listed on the Mainboard of the Singapore Stock Exchange since 2005, and is included in the Morgan Stanley Capital International, Inc (NYSE: MSCI) and MSCI Global Micro Cap Indexes—Singapore Index. For more information, please visit [www.cityneon.net](http://www.cityneon.net).

### **About Hasbro**

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

### **About Victory Hill Exhibitions Pte Ltd**

Victory Hill Exhibitions is an exhibition, production and distribution company that delivers engaging, educational and immersive attractions for the global market. It is the industry leader in the creating and delivery of innovative, captivating content for events, immersive attractions, interior architecture and experiential environmental spaces.

VHE builds long-term strategic relationships of trust through the delivery of some of the most remarkable, critically acclaimed exhibitions in the world to the museum and entertainment



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industries. With the latest in technology and the finest in storytelling skill, its events are visually fascinating, educational, and utterly entertaining, enjoyed by visitors of all walks and ages.

VHE has also established strong working partnerships with major movie studios through movie franchise exhibitions like the SBR International Business Award-winning Marvel Avengers S.T.A.T.I.O.N with Disney's Marvel Studios (New York, Seoul, Paris, Las Vegas, Singapore, Beijing and Taipei), Hasbro's Transformers Autobot Alliance experience and Jurassic World- The Exhibition.

Victory Hill is wholly-owned subsidiary of Cityneon Holdings Ltd, a company listed on the mainboard of the Singapore Stock Exchange. For more information, please visit [www.victoryhillexhibitions.com](http://www.victoryhillexhibitions.com).

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**For Investor Relations and Media Inquiries, Please Contact:**

Issued By : Cityneon Holdings Limited  
Contact : Ms Emily Choo | Head, Corporate Development & Investor Relations  
Email : [emily.choo@cityneongroup.com](mailto:emily.choo@cityneongroup.com)  
Website : <http://cityneon.net/investor-relations/>

**Media Contact (USA)**

Alissa Kelly / Michelle Wilmoth  
[alissa@prpluslv.com](mailto:alissa@prpluslv.com) / [michelle@prpluslv.com](mailto:michelle@prpluslv.com)  
702-696-1999