

For Immediate Release

## **mm2 Asia’s Concert Arm, mmLive to Deepen Strategic Partnership with Unipact HK to Create Largest Live Entertainment Presence Across Asia**

[Singapore, 6 September 2023] **mm2 Asia Ltd.** (“**mm2 Asia**”, “**mm2 全亚影视娱乐有限公司**” or collectively with its subsidiaries, “**the Group**”) and Unipact Entertainment and Productions (Holdings) Limited (and its related companies, collectively, “**Unipact**”) today announced the signing of a Subscription Agreement for Exchangeable Bonds valued at HKD \$19 million, deepening the strategic partnership between both groups, and creating the largest live entertainment presence across Asia under mm2 Asia’s wholly owned subsidiary **mmLive Pte. Ltd.** (“**mmLive**”).

In February of this year, the Group announced the incorporation of mmLive Pte Ltd as the formation of a regional alliance for the concert business in Asia. mm2 Asia owns 51% of UnUsUaL Management Pte Ltd which holds 76.88% ownership of UnUsUaL Limited (Singapore, SGX:1D1). UnUsUaL Limited is listed on the Catalist board of the Singapore Exchange (SGX).

It was also announced that mmLive entered into a non-binding Letter of Intent (“LOI”) to subscribe for bonds exchangeable into shares in Unipact Entertainment and Productions (Holdings) Limited. Unipact’s principal business comprises the provision of technical production and creative solution services for events and live performances and the organisation of concerts. Unipact is one of the few integrated concert organisers in Hong Kong S.A.R that has the capability to provide technical production and creative solution services for large-scale and extra-large scale concert projects. Over the years, Unipact has engaged in over 500 concert projects for technical production and creative solution services as well as concert organisation, involving more than 400 artists and bands.

The Exchangeable Bonds Subscription Agreement (the “Bond Agreement”) outlines the offering of Exchangeable Bonds (the “Bonds”) issued by Unipact and subscribed by mmLive, for a total investment of HKD \$19 million. The Bonds may be exchanged into 5% of the total number of Shares in the issued and paid-up share capital of Unipact as at the date of the issue of the Bonds.

The Bond Agreement inks a strategic partnership between mmLive and Unipact, and over time making mmLive a shareholder in Unipact. This partnership, along with other potential partners in negotiation in the pipeline, will have the collective resources and expertise to access the most

comprehensive artiste line-up and market coverage spanning Singapore, Malaysia, Hong Kong, Taipei, China and Southeast Asia.

The exercise has been facilitated by the Group's arranger - UOB Kay Hian, and financial adviser - Haitong International Securities (Singapore) Pte. Ltd., with Hildrics Capital as the early anchor investor and strategic business partner of mmLive.

"We have seen the incredible demand for live events in Asia. Working together with the Unipact group and our existing network and resources, we would be participating in another Asian concert powerhouse team, to create multi-leg, multi-territory show opportunities. This in turn will grow our market presence, and create greater value for our shareholders," says Mr. Melvin Ang, Executive Chairman, mm2 Asia.

"We are very pleased to extend our cooperation with the mm2 Group through actively supporting the strategic development of the pan-Asian live entertainment industry. We are excited for the opportunity to work with mm2 in their businesses across the whole entertainment industry – from movies and dramas, visual effects, cinemas and concerts; and we look forward to leveraging the synergies between the different media businesses and our vast China business network," says Mr. Dominic Choi, Managing Director, Unipact.

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#### **About mm2 Asia**

Headquartered in Singapore, mm2 Asia Ltd. ("mm2 Asia", or together with its subsidiaries, the "Group") champions "Content and Media for Asia", with integrated businesses across the content, entertainment, cinema, event and concert industries in Singapore, Malaysia, Hong Kong, Taipei, China and the United States of America.

Since our listing on the Catalist Board of SGX-ST in December 2014, and the successful transfer to the Mainboard of SGX-ST in August 2017, mm2 Asia has strengthened its competitive advantage through its acquisitions of a majority stake in an award-winning virtual reality, visual effects and computer-generated imagery studio, Vividthree Holdings Ltd. (SGX Stock Code: OMK), and an event production and concert promotion company, UnUsUaL Limited (SGX Stock Code: 1D1). With the establishment of mmCineplexes and the acquisition of Cathay Cineplexes Pte. Ltd., mm2 Asia is currently one of the key cinema operators in Malaysia and Singapore. ([www.mm2asia.com](http://www.mm2asia.com))

#### **About UnUsUaL Limited**

Established in 1997, Unusual Limited started as a business specialising in the rental of staging, audio and lighting equipment. With a track record of over 20 years, it has grown to be one of the leading names in Asia,

specialising in the production and promotion of large-scale live events and concerts by Asian and International artistes.

Its presence in the region is represented by Unusual Entertainment, Unusual Productions, Unusual Development in Singapore, Unusual Productions in Malaysia, Unusual Entertainment International in Hong Kong, Unusual Development Taiwan Branch in Taiwan and Unusual Culture Development in Shanghai, China. In 2016, Unusual Group of Companies was acquired by mm2 Asia Limited, a Singapore-based, SGX Mainboard-listed producer of films, TV and online content. It was subsequently listed on the SGX-ST Catalist board as Unusual Limited on 10 April 2017.

### **About Unipact Entertainment and Production (Holdings) Limited**

Unipact Group's principal business comprises of the provision of technical production and creative solution services for events and live performances and the organization of concerts.

According to Frost & Sullivan, a renowned business consulting firm involved in market research and analysis, as of 2019, Unipact Group was the only integrated concert organizer in Hong Kong S.A.R that has the capability to provide technical production and creative solution services for large-scale and extra-large-scale concert projects.

In the three years ended March 31, 2019, Unipact Group has engaged in over 500 concert projects for technical production and creative solution services as well as concert organization, which involved more than 400 artistes and bands, such as BIGBANG, Black Pink, Chou Chieh lun (Jay), Liu Jo ying (Rene), and Mayday.

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