



**Press Release**

**mm2 Entertainment to Produce 5 films with  
New Culture Media Hong Kong and 9i in Next 3 Years**

**SINGAPORE, 7 SEPTEMBER 2017 – mm2 Entertainment Pte. Ltd.** (“**mm2 Entertainment**”, a wholly-owned subsidiary of mm2 Asia Ltd. “**mm2 Asia**”), will sign a Memorandum of Understanding (“**MOU**”) with New Culture Media Hong Kong Ltd. (a wholly-owned subsidiary of Shanghai New Culture Media Group Co., Ltd.) and 9i Film & Television Media Co. Ltd., to co-invest and co-produce, over the next 3 years, a total of USD 25 million in 5 films and multiple online films, a format which is now immensely popular on the Chinese Internet. The MOU will be signed during the 2017 ContentAsia Summit.

The collaboration signifies all parties’ commitment to investing in, and producing content that appeals to audiences in both China and Southeast Asia. All parties will work together on the conceptualisation, development, production, distribution and merchandising of said 5 films to maximise commercial value and audience reach.

Mr. Chang Long Jong, CEO of mm2 Asia, said: “This MOU marks a new milestone in the development of our movie pipeline for the Chinese speaking markets of North Asia and Southeast Asia. We look forward to co-developing and co-producing an exciting slate of films with our Chinese partners through this collaboration. We are committed to growing our content business in North Asia and will continue to seek such win-win partnerships to achieve our goals.”

The tripartite MOU will be signed by mm2 Entertainment, New Culture Media Hong Kong Ltd. and 9i Film & Television Media Co. Ltd. Meanwhile, Dongfang Jiaying Television Cinema Media Share Company, which has received large investment from various Chinese entertainment industry leaders including Alibaba Pictures, has expressed interest in taking part in the collaboration, looking closely at areas such as film investment and distribution, and new media financing. Furthermore, Taiwanese publicly-listed post-production company, Bosssdom Digiinnovation Co. Ltd., also stated their interest in participating in this strategic alliance.

**- End of Press Release -**



**For more information, please contact:**

Angelin ONG, General Manager, North Asia, mm2 Entertainment Pte. Ltd.

[angelinong@mm2entertainment.com](mailto:angelinong@mm2entertainment.com)

SIM Wee Boon, Director of Distribution & Marketing, mm2 Entertainment Pte. Ltd.

[simweeboon@mm2entertainment.com](mailto:simweeboon@mm2entertainment.com)

**About mm2 Entertainment Pte. Ltd.**

Headquartered in Singapore, mm2 Entertainment is a producer of films and TV/online content. mm2 Entertainment provides services that cover the entire film-making process, including securing financing, production and distribution, as well as securing advertising and sponsorship. mm2 Entertainment has country offices and strategic partnerships in Malaysia, Hong Kong, Taiwan, China and the U.S.

To date, mm2 Entertainment has produced and distributed over 100 films across Asia since 2008. mm2 Entertainment's productions such as the *Ah Boys to Men* franchise and *Vampire Cleanup Department* have garnered commercial success. In 2017, mm2 productions received critical acclaim, of which *Show Me Your Love* competed in the Best Actress category at the 36<sup>th</sup> Hong Kong Film Awards, and *Shuttle Life* won Best Film, Best Cinematography and Best Actor in the Asian New Talent Award category at the 20th Shanghai International Film Festival.

mm2 Entertainment is a wholly owned subsidiary of mm2 Asia Ltd. (SGX stock code: 1B0) – the first Singaporean film production company to be listed on the SGX Mainboard.

For more information, please visit [www.mm2entertainment.com](http://www.mm2entertainment.com).

**About New Culture Media Hong Kong Ltd.**

New Culture Media Hong Kong Ltd. is a wholly-owned subsidiary of Shanghai New Culture Media Group Co. Ltd. (“**Shanghai New Culture**”, Stock Code: 300336 on Shenzhen Stock Exchange). It is primarily involved in the production and distribution of film and television content. Shanghai New Culture is committed to creating high quality content and building a talented team, focusing now on globalising and diversifying content to scale internationally. Shanghai New Culture is well-capitalised and has established an enduring presence along the media value chain across multiple verticals. On February 20, 2017, Shanghai New Culture was named one of Top 10 Television Producers at the 11th National Television Production Industry Awards. Shanghai New Culture's current strategy is to combine content, channels and technology and become a highly creative and impactful global media group.



**About 9i Film & Television Media Co. Ltd.**

9i Film & Television Media Co. Ltd. (Shanghai) (“**9i Film & Television Media**”) is involved in the production of, and investment in feature films, television programmes, television commercials and plays. In 2014, 9i Film & Television Media invested in *I Love Wolffy 2*, which went on to gross RMB ¥80 million in the box office. Following the film’s success, 9i Film & Television Media also currently operates a theme park- *Pleasant Goat Happy Farm 喜羊羊开心农庄* in Wuxi. In 2016, 9i Film & Television Media planned and produced a play *Zhang the Super-Student: Drumstick-Triggered Counter-Attack 《学霸张—一个鸡腿引发的逆袭》*.

9i Film & Television Media is well-capitalised and has a strong production team with experienced members from China, Taiwan and Singapore, consisting of directors, producers and others.