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## **Media Release**

# **Cityneon places out 40 million shares to CMC Holdings and other institutional investors**

**SINGAPORE, 11 May 2016 – Cityneon Holdings Limited** has conducted a placement of 40,000,000 shares, comprising 20,000,000 new shares and 20,000,000 vendor shares at the price of S\$0.55 per share (the “Placement”). The completion of the Placement is subject to the approval of the Singapore Exchange Securities Trading Limited (“SGX-ST”) for the listing and quotation of the new shares on the SGX-ST.

The Placement to strategic investor CMC Holdings (“CMC”) and other institutional and financial investors is part of the Company’s efforts to institutionalise its investor base and increase liquidity.

The net proceeds from new shares raised by Cityneon will help to boost its wholly-owned subsidiary Victory Hill Exhibitions’ (“VHE”) growth and expansion plans in China. VHE is planning to launch new immersive attractions in China, which it views as a key market in Asia.

Mr Ron Tan, Executive Director of Cityneon as well as CEO & President of VHE commented: ***“This strategic investment by CMC marks an important step of what we envisage will be a rewarding partnership. It also reflects the strategic importance of China to the Group’s growth and follows hot on the heels after our announcement about the Transformers experience launch in China together with Beijing Starclouds Entertainment Development Co Ltd. We see China as a very exciting growth market for our immersive attractions, which have to date been well received worldwide.”***

The strategic investment by CMC enhances collaboration opportunities between the two entities. CMC is founded and chaired by Li Ruigang and is a prominent media and entertainment investment and operating platform in China with high-profile portfolio across the world. CMC's investments include IMAX China which is listed in Hong Kong and a majority stake in Star China. CMC is the majority joint venture partner of DreamWorks Animation in Oriental DreamWorks which launched Kung Fu Panda 3 in China early this year; of Warner Brothers and TVB in Flagship Entertainment Group which launched 12 movie projects this year.

**-End-**

### **About CMC Holdings**

CMC Holdings("CMC"), founded and chaired by Li Ruigang, is China's prominent investment and operating platform dedicated to media & entertainment, Internet & mobile, and lifestyle. CMC has created and supported the growth of a wide range of industry leaders in key sub-sectors across content, platform and technology, including film, television, music, sports, live entertainment, game, ticketing, advertising, e-commerce, financial media and financial data service, education, O2O. CMC's portfolio include Star China, IMAX China, Oriental DreamWorks, Flagship Entertainment, BaseFX, Infinity Pictures, Jaunt VR, Whaley Technologies, Dream Center (Shanghai), Charm, Sumscope, City Football Group, China Sports Media, SECA, Soccer World, Loongame, Ourgame, KKTV, We Piao, Gewara, Broadway Global Ventures, and Dream Center, Secoo, Yoho, among others.

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

VHE is an exhibition Production and Distribution Company focused on delivering engaging, educational and immersive attractions for the global market. The company is the industry leader in creating and delivering innovative and captivating content for events, immersive attractions, interior architecture and experiential environmental spaces. With a focus on developing long term trusted and strategic relationships. VHE has multiple years of combined experience delivering some of the most renowned and critically acclaimed exhibitions to the museum and entertainment industries. Using the latest technological capabilities and storytelling techniques, VHE delivers impressive, visually appealing, educational content, and entertainment enjoyed by visitors of all ages. VHE is a 100% subsidiary of Cityneon Holdings Limited, which is listed on

the main board of Singapore Stock Exchange. For more information, please visit [www.victoryhillexhibitions.com](http://www.victoryhillexhibitions.com).

**For investor relations and media inquiries, please contact:**

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