



(Incorporated in the Republic of Singapore)
(Company Registration No. 201611835H)

NON-BINDING MEMORANDUM OF UNDERSTANDING ON POSSIBLE COLLABORATION WITH IMPERIUM CROWN LIMITED

1. INTRODUCTION

The board of directors (the “**Board**” or “**Directors**”) of UnUsUaL Limited (“**UnUsUaL**” or the “**Company**” and together with its subsidiaries, the “**Group**”), wishes to announce that its wholly-owned subsidiary, UnUsUaL Productions Pte Ltd (“**UnUsUaL Productions**”) has entered into a non-binding memorandum of understanding (“**MOU**”) with Imperium Crown Limited (“**ICL**”), to commence discussions on possible collaborations in relation to, amongst others, Wonder Stone Park in the Shandong province, People’s Republic of China (“**PRC**”).

2. INFORMATION OF THE MOU

2.1 Background

ICL, through its subsidiary Fei County Wonder Stone Characteristic Town Development Co., Ltd. (费县奇石特色小镇发展有限公司), holds a 50-year operating right to Wonder Stone Park, located in a commercial precinct in Feixian county, Linyi city, Shandong province, PRC. ICL also owns a hotel situated within the Wonder Stone Park.

UnUsUaL Productions an experienced organizer of large-scale events such as international music festivals and mega concerts in Singapore and around the region, can assist in the design and layout for these coming large-scale events, by incorporating audio, video and lighting equipment.

2.2 Rationale for and the MOU

UnUsUaL continually seeks opportunities for the development and growth of its business and operations. The Directors believe that this collaboration complement some of the initiatives which are currently under development by the Group.

3. INTEREST OF DIRECTORS AND CONTROLLING SHAREHOLDERS

None of the Directors or controlling shareholders of the Company or their respective associates has any interest, direct or indirect, in the collaboration, save for their respective shareholding interest in the Company.

4. FURTHER DISCLOSURES

This initiative is currently at the discussion phase and there is no definitive agreement at this stage. The Company will provide further updates (where relevant and required) on the collaboration in compliance with the Catalist Rules.

5. DIRECTORS' RESPONSIBILITY STATEMENT

The Directors collectively and individually accept full responsibility for the accuracy of the information given in this announcement and confirm after making all reasonable enquiries, that to the best of their knowledge and belief, this announcement constitutes full and true disclosure of all material facts about the MOU, and the Directors are not aware of any facts the omission of which would make any statement in this announcement misleading.

6. TRADING CAUTION

Shareholders and potential investors are advised to exercise caution in trading the shares of the Company as there is no certainty or assurance as at the date of this announcement that any definitive agreements will be entered into or that any collaborations will be undertaken at all. Shareholders are advised to read this announcement and any further announcements by the Company carefully. Shareholders should consult their stock brokers, bank managers, solicitors or other professional advisers if they have any doubt about the actions that they should take.

BY ORDER OF THE BOARD

Leslie Ong Chin Soon
Executive Director and Chief Executive Officer
27 November 2017

About UnUsUaL Limited

Established in 1997, UnUsUaL Limited started as a stage, sound and lighting equipment rental business. It has grown to become one of the leading names in concert promotion and event production in Asia. Its presence in the Singapore is represented by UnUsUaL Entertainment, UnUsUaL Productions and UnUsUaL Development; UnUsUaL Productions in Malaysia and UnUsUaL Entertainment International in Hong Kong.

Its ability to deliver a complete technical solution has seen the company working on large scale events such as the Singapore Arts Festival, the Chingay Parade, SG50 Youth Celebrate! and the Formula One Singapore Grand Prix. The company also promotes and organises world class concerts and events for artistes such as Air Supply, Andy Lau, Cesar Millan, Chang Hui Mei, G.E.M, Hillsong, Jacky Cheung, Jay Chou, JJ Lin, Kim Soo Hyun, Lee Min Ho, Lionel Richie, Mariah Carey, Michael Bublé, Park Bo Gum, Pet Shop Boys, S.H.E., Stefanie Sun, Rain and Yanni in Singapore and the region.

In 2016, UnUsUaL Group of Companies was acquired by mm2 Asia Limited, a Singapore-based, SGX-ST Mainboard listed producer of films, TV and online content. UnUsUaL Limited was listed on the SGX-ST Catalist board on 10 April 2017.

For more information, please visit us at www.unusual.com.sg

About Imperium Crown Limited

Imperium Crown Limited ("the Company") is listed on the SGX-ST Catalist Board (stock code: 5HT) and became a component stock of the FTSE ST Catalist Index on 21 September 2015. It was listed on SGX-ST (Catalist Board) on 19 January 2006. The Company's main business is in property investment and property development in Asia. The Company aims to build up a portfolio of well-located residential, commercial and mixed residential/commercial development properties with a view towards generating attractive returns for our shareholder. We constantly seek growth opportunities in the real estate sector, especially through experienced and trusted partners in various markets.

This announcement has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, Hong Leong Finance Limited (the "**Sponsor**"), for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this announcement.

This announcement has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Mr Tang Yeng Yuen, Vice President, Head of Corporate Finance who can be contacted at 16 Raffles Quay, #40-01A Hong Leong Building, Singapore 048581, Telephone: 6415 9886.
