

For Immediate Release

mm2 ASIA SETS UP HOLDING COMPANY mmLIVE TO ENLARGE FOOTPRINT IN LIVE ENTERTAINMENT BUSINESS ACROSS ASIA

[Singapore, 23 February 2023] **mm2 Asia Ltd.** (“**mm2 Asia**”, “**mm2 全亚影视娱乐有限公司**” or collectively with its subsidiaries, “**the Group**”) today announces the formation of a new alliance for the concert business in Asia under a new subsidiary **mmLive Pte. Ltd.** (“**mmLive**”).



The Group wishes to announce the incorporation of a wholly-owned subsidiary mmLive Pte Ltd with its principal activities as the promotion and organization of shows and other entertainment acts, as well as the rental of musical equipment and instruments. mm2 Asia is planning to transfer its entire shareholding in its concert arm UnUsUaL (“UnUsUaL”) to mmLive. 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).

mmLive has also signed a non-binding Letter of Intent (“LOI”) to invest in Unipact Entertainment and Productions (Holdings) Limited (“Unipact”) based in Hong Kong. With this, and other potential regional partners in negotiation in the pipeline, the new group will be able to bring the best concert

and live entertainment companies in Asia under one roof, to access the most comprehensive artiste line-up and market coverage spanning Singapore, Malaysia, Hong Kong, Taipei, China and Southeast Asia. UnUsUaL and Unipact have a combined track record of over 50 years in the concert and live entertainment business.

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 of mmLive.

"This has been one of the most exciting deals that we have worked on, as the demand for live events in Asia has grown significantly in recent years. Despite the blip in the pandemic years, the upward trend appears to be ongoing and resilient to recessionary fears. The formation of mmLive will create a strategic Asian concert powerhouse to work with global mega-concert suppliers, to create multi-market show opportunities and grow our market presence in untapped and underserved markets in Asia. We look forward to announcing further details on our progress with mmLive later this year," says Mr. Melvin Ang, Executive Chairman, mm2 Asia.

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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)

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, 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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