

Press Release

**UnUsUaL Retells Story of Apollo 11 Moon Landing,
Schedules 3-Year Tour in North America from Mid-2019**

SINGAPORE, 2 AUGUST 2018 – UnUsUaL Limited (“UnUsUaL”, along with its subsidiaries, the **“Group”**), has entered into a binding Heads of Agreement (**“HOA”**) with Nick Grace Management Ltd. (**“NGM”**) to develop and produce *APOLLO*, a show that celebrates the 50th anniversary of man’s first steps on the moon. UnUsUaL and NGM will form a joint venture company (**“JVCo”**) under the HOA.

The CEO of UnUsUaL, Leslie Ong, commented, “We are incredibly honoured to form a rights-holding joint venture company with NGM, a proven team of show creators and producers, to develop and produce the show *APOLLO*. It marks our first foray into the North American live entertainment industry, and we are as excited about the larger market potential as we are humbled to learn with an established partner, about the dynamics and opportunities of a more mature industry. This is a very important milestone for us, and it is in line with our plans to move from event production and concert promotion, to ownership of globally-appealing shows and other forms of live entertainment IP.”

Nick Grace, Managing Director of NGM also stated “We are telling the moon landing story in a purpose-built touring venue with state-of-the-art 360 degree video-projection and video-mapping that can transform from mission control to space itself. Working with UnUsUaL, we will educate young people and in doing so, inspire a new generation with an appreciation of the unique challenges and extraordinary achievements of the Apollo missions. This show will be an event, a destination, a once-in-a-lifetime theatrical experience, something that attracts young and old, families and school groups. The audience will leave with an understanding of why man went to the moon and why it is essential to continue the space programme today and in the future.”

NGM is one of the producers of *APOLLO* alongside SWISSAPOLLO, Mat Churchill Productions Ltd and Anthony Van Laast MBE. NGM is currently producing *WALKING WITH DINOSAURS – The Arena Spectacular*, and is the Associate Producer of the MAMMA MIA! International & UK Tour. Other credits include international tours of THE LION KING, BATMAN LIVE, WICKED and BLUE MAN GROUP. UnUsUaL will lead this round of investment into the US\$13.5 million production of *APOLLO*, representing a consortium of

investors that include Sliding Doors Entertainment. The resulting JVCo will be a subsidiary of UnUsUaL, which accounts will be consolidated within the latter's books.

APOLLO is slated to start touring North America in the summer of 2019 to coincide with the 50th anniversary of the moon landing, and to run for a period of 3 years in various cities, after which it has plans to tour Southeast Asia, Australia, Europe, Middle East and Africa in the subsequent years.

- End of Press Release -

Note to Media: Please read this press release in conjunction with the Company's announcement released on SGXnet on the same date.

About UnUsUaL Limited

Established in 1997, UnUsUaL Limited ("UnUsUaL") is one of the leaders in concert promotion and event production in Asia. Its presence in the region is represented in Singapore by UnUsUaL Entertainment, UnUsUaL Productions and UnUsUaL Development; in Malaysia by UnUsUaL Productions (M); and in Hong Kong by UnUsUaL Entertainment International.

Its ability to deliver complete technical solutions allows UnUsUaL to work on large scale events such as the Singapore Arts Festival, the Chingay Parade, SG50 Youth Celebrate! and Formula One Singapore Grand Prix. UnUsUaL also promotes and organises world-class concerts and events for artistes such as Air Supply, Andy Lau, A Mei, G.E.M, Jacky Cheung, Jay Chou, JJ Lin, Kim Soo Hyun, Lee Min Ho, Lionel Richie, Mariah Carey, Michael Bublé, S.H.E., Stefanie Sun, Rain in Singapore and across the region.

In 2016, UnUsUaL Group of Companies was acquired by mm2 Asia Ltd., a Singapore-based, SGX Mainboard-listed producer of films, TV and online content. UnUsUaL was listed on the SGX-ST Catalist (SGX stock code: 1D1) on 10 April 2017.

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

This Press Release has been prepared by the Company and its content have been reviewed by the Company's Sponsor, Hong Leong Finance Limited (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this Press Release. This Press Release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this Press Release including the correctness of any of the statements or opinions made or reports contained in this Press Release.

The contact person for the Sponsor is Mr. Tang Yeng Yuen, Vice-President, Head of Corporate Finance, at 16 Raffles Quay, #01-05 Hong Leong Building, Singapore 048581. Telephone number: (65) 6415 9886.