

[PRESS RELEASE]

Singapore's Vividthree Strikes Deal to Develop Immersive Entertainment in China

[Singapore, 1 February 2024] – **Vividthree Holdings Ltd., (SGX: OMK)** (“Vividthree”, the “Company”, or together with its subsidiaries, the “Group”) today announces that the company has signed a non-binding term sheet with **Metavision International Holdings Ltd** (“Metavision”), a company that specialises in location-based experiences through multimedia storytelling, event promotion, digital marketing and IP licensing, to explore a stock swap and an investment in the company’s **TMP Immersive Expedition Center** in Chengdu, China.

The deal would see Vividthree and Metavision engage in a cross-investment, in which Vividthree will take a minority stake in Metavision’s China affiliate company, and Metavision will take a minority stake in Vividthree, or the cash equivalent. This cross-investment is subject to definitive documentation being executed.

Secondly, under the deal, Vividthree would own a minority stake in Metavision’s TMP Immersive Expedition Centre in Chengdu, which will open to the public on 2 February 2024. The Center will host a calendar of exhibitions featuring immersive virtual reality experiences that showcase the wonder of travel and exploration. The first exhibition at the Center will feature *The Horizon of Khufu – Immersive Expedition*, an immersive 45-minute virtual reality experience based on the recreation of the interior and surroundings of the Pyramid of Khufu in Egypt.



Photo caption: promotional photo from *The Horizon of Khufu – Immersive Expedition*

Crédits : Emissive / Excurio

The Horizon of Khufu: A Journey in Ancient Egypt Immersive Expedition premiered internationally in Asia on May 12, 2023 at the HKRI Taikoo Hui in downtown Shanghai. The exhibition in Shanghai marks the first overseas stop for the international tour of the project, following domestic runs in Paris and Lyon in 2022. Jointly presented by Metavision and HKRI Taikoo Hui, the exhibition is an immersive expedition created by French company Emissive under the brand Excurio, an award-winning developer of virtual and augmented reality experiences.



Photo caption: Site photo from the Shanghai exhibition of *The Horizon of Khufu – Immersive Expedition*

"We are excited to be joining forces with Metavision to explore opportunities for the burgeoning market for immersive entertainment in China. Vividthree had previously produced the *Train to Busan VR Tour* that thrilled audiences in Beijing and Xiamen. It was an incredible experience for us to secure the exclusive rights and produce the hit show which later developed into a hyper-reality immersive VR experience at Resorts World Genting. We are looking to replicate and scale that part of our business with our strong working relationships with IP owners and expertise in immersive storytelling," says Charles Yeo, CEO of Vividthree.

"We believe that immersive entertainment is going to usher in the next leap of media entertainment. You walk in and become transported to another world. It is still a relatively new format, but people are yearning for a transcendent experience to make them put down their phones and get out of their homes, that lets them move around and interact with their friends at the same time. Our collaboration with Vividthree will unlock new opportunities in immersive entertainment for the region," says Ethan Tang, CEO of Metavision International.

About Vividthree Holdings Ltd.

Established in 2006, Vividthree is an immersive media, visual effects (VFX) and computer-generated imagery studio that develops and creates digital intellectual property assets that primarily consists of storylines with accompanying characters and visual elements. Vividthree develops and/or acquires digital intellectual property assets to produce virtual reality products such as thematic tour shows, as well as the previously announced, Train to Busan.

Vividthree has a network presence in Singapore and Malaysia, focusing primarily on two business segments, namely, Post-Production and Content Production.

In 2015, Vividthree Productions Pte. Ltd., which is now a subsidiary of the Company, was acquired by mm2 Asia Ltd., a Singapore based, SGX Mainboard-listed producer of films, TV and online content.

www.vividthreeholdings.com

About Metavision International

Metavision International is a brand management company specialised in cultural and educational brands. It focuses on the interpretation of brand DNA, creative content development, 360 degree IP management, innovative integration of global and local brand resources, diversified brand interaction, providing professional branding, execution, and marketing strategy services through a Multi - Media Channel across Greater China and South East Asia.

Investor Relations/ Media Contact:

Melvin Ng

E: melvinng@vividthree.com