



## **MEDIA RELEASE**

# **Thai Media Company Tree Roots Entertainment Group Partners with ECXX Global in Landmark Security Token Offering in Singapore**

- Tree Roots Entertainment Group, a joint venture between Magnolia Quality Development Corporation Limited, one of Thailand's premier property developers and T&B Media Global, one of Thailand's largest private IP management and entertainment investment companies, aims to raise at least US\$100 million via its security token offering in Singapore which is to be listed and traded on ECXX Global, a digital assets exchange.
- The funds raised will go towards producing five animated movies and one animated series and the development of its live streaming platform.

**SINGAPORE, 11 November 2021**

### **About the Project**

Thailand-based media group, T&B Media Global (Thailand) Co., Ltd. and its affiliate company, Tree Roots Entertainment Group Co., Ltd., will be raising funds from Singapore to finance the production and development of five animated movies and one animated series as well as the live streaming platform. The initiative aims to raise at least US\$100 million via a security token offering which is to be listed and traded on the local digital assets exchange, ECXX Global Pte Ltd. The token holders will receive returns through participation in future profits and plans deriving from the intellectual property rights to the films and platform.

The token issuer, Tree Roots Singapore Pte. Ltd., is a wholly owned subsidiary of Tree Roots Entertainment Group in Thailand. The token offering aims to provide potential investors exposure to an attractive alternative investment in the entertainment and media industry. Over the past several years, there has been growing interest in securitizing and offering investments in the media and entertainment space via tokenization.

*“Film and platform financing has historically been restricted to a small group of boutique investment firms and their wealthy clientele. We hope that tokenization will give more investors greater access to this asset class,”* said Mr. Athid Nanthawaroon, Director and CEO at Tree Roots Entertainment Group.

*“Tokenization will allow investors to have democratize access to cash flows from the whole value chain of film production, from the actual movie to derivative products like games, merchandise and other intellectual property rights,”* said Mr. Poramin Insom, founder and CEO of Satang Digital Ltd, the Thai advisor to Tree Roots Entertainment Group.

Mr. Branson Lee, CEO of ECXX noted: *“Being one of the first digital asset exchanges to list security tokens in Singapore, we are encouraged to see growing interest from regional players like Tree Roots and T&B Media in token offerings in here. It is a mark of confidence in ECXX Global to partner Tree Roots in its offering which I believe will be the largest security token offering in Singapore”*.

Mr. Clarence Chong Heng Loong (“张兴隆”), CEO of VCPlus commented: *“We are delighted to participate in this landmark token offering, working with large companies in the region like Tree Roots and T&B Media and established digital assets players like Satang Digital and ECXX Global. It validates our efforts to capture the growing value of blockchain technologies in the finance sector”*. VCPlus is the blockchain advisor to the Project.

### **About T&B Media Global and Tree Roots Entertainment Group**

The Thai companies behind the project have built a track record in the media and entertainment industry in Thailand, and around the world.

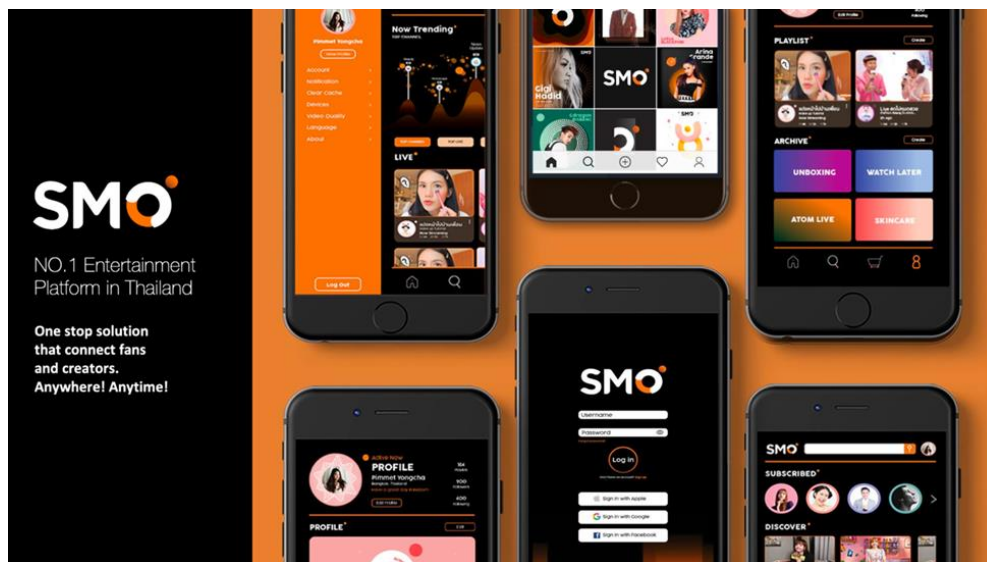
T&B Media Global is an entertainment company that active in investing, producing, and distributing, animated films and TV series to the world. Notable films in T&B's portfolio include Chinese spy-thriller "Vanguard," starring Jackie Chan, the family film "Four Kids and It" starring Michael Caine, Paula Patton and Russell Brand, and WWII feature "Waiting for Anya" starring Jean Reno, Academy Award Winner Anjelica Huston, and Noah Schnapp from Stranger Things.



Its affiliate, Tree Roots Entertainment Group, is a joint venture between T&B Media Global and premier Thai property developer, Magnolia Quality Development Corporation Limited (MQDC). Tree Roots is a leading innovation and digital omni-solutions provider, striving to create a truly immersive and hyper-seamless experience.

Tree Roots' SMO is a responsive and interactive live streaming platform that leverages the power of audiences and their engagement with influencers/artists/creators. This one-stop-solution platform will create a sustainable community, combining multiple touchpoints into one. SMO

revolutionizes the global live streaming industry by offering a seamless experience for users by using iconic fan-focus features.



For more information, please visit <https://th.tandbmediaglobal.com/tree-roots>.

#### **About VUCA Digital Co., Ltd.**

VUCA Digital is an affiliated company of T&B Media Global. By leveraging on its parent and group companies' intellectual properties, networks, and partnerships, the company provides blockchain consulting services, NFT platform, and cryptocurrency-related business.

#### **About ECXX Global Pte Ltd**

ECXX Global, under MAS Regulatory Sandbox Express for Recognised Market Operator, owns and operates a digital platform that offers secondary trading of digitized securities. ECXX enables the investment and trading of fully regulated digitized securities with customizable functionality for each issuer. ECXX also provides liquidity and access to previously inaccessible parts of the capital market in a secure, compliant and cost-effective manner.

For more information, please visit <https://www.ecxx.co/>.

### **About Satang Inc.**

Satang Inc. is one of the leading experts in the field of cryptocurrency, blockchain, and satellites. The tokenization advisory arm is led by Dr. Udomsak Rakwongwan, a cofounder of Forward Protocol. The founding team incorporated Satang Corporation Company Ltd and grew it to become one of the leading cryptocurrency exchanges in Thailand and possesses digital asset licenses from the Ministry of Finance to operate as a digital asset exchange under The Securities and Exchange Commission of Thailand. The founder also established Firo – the privacy-focussed cryptocurrency. The company also provides services to develop space technology and a satellite solution worldwide.

For more information, please visit <https://www.satang.com/>.

### **About VCPlus Limited**

VCPlus Limited (formerly known as Anchor Resources Limited) has diversified into the financial technology and blockchain technology business sector. The company's FinTech business relates to the provision of custodian services for digital assets and the provision of advisory, consultancy and management services related to FinTech regulation and licencing as well as the adoption of FinTech strategies and technology.

For more information, please visit <https://www.vcplus.sg/>.

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