

For Immediate Release

Dezign Format Group's IPO Garneres Strong Institutional Support

Institutional investors including Asdew Acquisitions, Lion Global Investors, Maybank Asset Management Singapore, Nikko Asset Management Asia, Pheim Asset Management (Asia) and Ginko-AGT Global Growth Fund

SINGAPORE, 14 August, 2025 – Dezign Format Group Limited (“Dezign Format” or the “Company”, and together with its subsidiaries, the “Group”) has attracted strong investor support for the proposed initial public offering (the “IPO”) and listing of the Company (the “Listing”) on the Catalist Board of the Singapore Exchange Securities Trading Limited (the “SGX-ST”) and the proposed placement of ordinary shares (the “Shares”) in the capital of the Company (the “Placement”).

Evolve Capital Advisory Private Limited (“ECA”) is the Sponsor, Issue Manager and Placement Agent for the Listing and the Placement. Evolve delivers integrated, end-to-end solutions across M&A and corporate advisory, capital markets advisory including IPO listings and capital raising, equity research as well as fund management through its related entity. Maybank Securities Pte Ltd, serving as the sub-placement agent for this IPO, has successfully completed the placement of shares to investors.

The Placement, which comprises 32,500,000 new Shares (the “Placement Shares”) at S\$0.20 per Placement Share (“Placement Price”), that were offered under the Placement by the Placement Agent, was fully subscribed for at the close of the placement at 12 noon on 13 August 2025, with application monies received amounting to S\$6.5 million. The trading of the Shares (including the Placement Shares) will commence on a “ready” basis at **9.00 a.m. on 15 August**, under the ticker symbol “**UZF**”.

The IPO attracted commitments from various institutional investor groups, including Asdew Acquisitions Pte Ltd, Lion Global Investors Limited (As investment manager for and on behalf of its



(Company Registration No.: 202516315N)

clients), Maybank Asset Management Singapore Pte Ltd, Nikko Asset Management Asia Ltd, Pheim Asset Management (Asia) Pte Ltd, and Ginko-AGT Global Growth Fund.

The Invitation has successfully raised total gross proceeds of S\$6.5 million from the placement shares. Based on the Invitation price and the post-Invitation share capital of the Company of 200 million shares; the company's post-IPO market capitalisation is S\$40.0 million.

Dezign Format is a design-and-build specialist – with a history of more than 35 years when its founders first identified that there was a growing demand in the Singapore market for design-and-build services, particularly in the MICE industry. The Group provides events, exhibitions and décor services to customers in various industries, including those within the meetings, incentives, conferences and exhibitions ("**MICE**") sector.

Such services include the design and fabrication of custom environments, project management and festive decorations services. The Group also offers interior fit-out services for commercial properties as well as engaged in the development, licensing and commercialisation of immersive location-based entertainment and experiences ("**LBE**").

The Group is developing a prototype proprietary virtual reality project that leverages on multimedia and cutting-edge VR experiences. The initial original IP prototype is currently in development, with formal commercial arrangements to follow after evaluation and review of the experience.

At the same time, the Group remains open to inorganic growth opportunities including joint ventures, investments, partnerships, strategic alliances and mergers and acquisitions across Southeast Asia. These initiatives would complement existing business segments and provide access to new markets and customers, including strengthening the location-based entertainment offerings.

Evolve Capital's Managing Partner and Chief Executive Officer, Mr Jerry Chua, commented: ***"Dezign Format's IPO represents a compelling investment opportunity in Singapore's dynamic events and entertainment ecosystem. Their unique positioning across MICE services and location-based entertainment, combined with proprietary intellectual property and strong customer relationships, creates multiple avenues for sustainable growth. The company's Intended strategic expansion into high-growth Southeast Asian markets, coupled with their innovative approach to virtual reality***



(Company Registration No.: 202516315N)

experiences, positions them well to benefit from the region's projected robust growth in location-based entertainment. With the global MICE industry projected to double by 2031 and Asia-Pacific leading the charge in immersive entertainment, Dezign Format's diversified portfolio and clear expansion roadmap present an attractive proposition for investors seeking exposure to these rapidly evolving sectors."

Mr Mike Chong Yuen Hwa, Dezign Format's Executive Chairman and Chief Executive Officer, remarked: *"Dezign Format's listing on SGX represents an exciting milestone as we position ourselves to capitalise on the tremendous growth opportunities in the MICE and LBE sectors. This IPO will enable us to facilitate our regional expansion plans, particularly through our new Malaysia production facility and upcoming sales offices in Thailand and Vietnam. We're especially enthusiastic about our virtual reality initiatives and the licence partnerships that will extend our reach across Southeast Asia. The strong fundamentals driving our industry—from the shift towards experiential events to the demand for immersive entertainment—align perfectly with our strategic capabilities. We look forward to welcoming investors as partners in our journey to become the leading provider of comprehensive MICE solutions and innovative LBE experiences across the region."*

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About Dezign Format Group Limited

Dezign Format Group Limited and its subsidiaries (the "**Group**") is involved in the business of events, exhibitions and décor services to customers in various industries, including those within the meetings, incentives, conferences and exhibitions ("**MICE**") industry. Its core business are categorised as follows: (a) Events, Exhibitions and Décor Services; (b) Commercial and Retail Fit-Out Services; and (c) Immersive Location-Based Entertainment and Experiences.

For the Event, Exhibition and Décor Services business segment, the Group offers "end-to-end" design, fabrication, installation and project management services for events, exhibitions, festive decorations, museums, galleries and brand activation.

For the Commercial and Retail Fit-Out business segment, the Group provides interior fit-out services, specialising in the creation of interior spaces for commercial properties which are tailored to its



(Company Registration No.: 202516315N)

customers' functional and aesthetic requirements. These services include but are not limited to the design and fabrication of pop-up stores, visual merchandising displays, and bespoke retail environments.

For the Immersive Location-Based Entertainment and Experiences (“LBE”) business segment, the Group develops, licenses, and commercialises immersive LBE projects using both proprietary and third-party intellectual properties. Content from its LBE projects may also be leased and licensed to third parties, including intellectual properties co-owned with joint venture partners.

Investor Relations and Media Contact:

Ms Emily Choo

Mobile +65 9734 6565

Email emily@gem-comm.com

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The information in this News Release is qualified in its entirety by, and is subject to, the more detailed information as set out in the Final Offer Document registered by the SGX-ST, acting as agent on behalf of the Monetary Authority of Singapore (“MAS”). Any decision to subscribe for New Shares in the Placement should be made solely on the basis of information contained in the Final Offer Document after seeking appropriate professional advice, and no reliance should be placed on any information other than that contained in the Offer Document. This News Release does not purport to contain all of the information that may be required to evaluate any potential transaction in respect of the shares of the Company and is qualified in its entirety by, and should be read in conjunction with the full text of the Offer Document, including but not



(Company Registration No.: 202516315N)

limited to the sections entitled "Risk Factors" and "Cautionary Note Regarding Forward Looking Statements" of the Offer Document.

This News Release includes forward-looking statements provided with respect to the anticipated future performance of the Company. Such forward-looking statements reflect various assumptions of the management concerning the future performance of the Company. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Accordingly, there can be no assurance that such projections and forward-looking statements will be realised. The actual events, results, performance and developments may differ materially from those in such statements as a result of, among others, factors, changing business or other market conditions and the prospects for growth anticipated by the management of the Company. None of the Company and the Sponsor, Issue Manager and Placement Agent, nor any of their respective holding companies, subsidiaries, associated undertakings, controlling persons, affiliates, directors, officers, partners, employees, agents, advisers or representatives, undertake to update or revise any information on the basis of any subsequent developments, information or events, or otherwise. The Company does not undertake any obligation to release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. No representations or warranties are made as to the accuracy or reasonableness of such assumptions or the forward-looking statements based thereon. Past performance is not a reliable indication of future performance.

Any decision to invest in any securities issued by the Company should be made solely on the basis of information contained in the Offer Document to be registered by the SGX-ST, acting as agent on behalf of the MAS relating to the securities after seeking appropriate professional advice, and you should not rely on any information other than that contained in the Offer Document.

This News Release has not been reviewed by the MAS or the SGX-ST.

This document has been reviewed by the Company's Sponsor, Evolve Capital Advisory Private Limited. It has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document.

The contact person for the Sponsor is Mr. Jerry Chua (Tel: (65) 6241 6626), at 160 Robinson Road, #20-01/02 SBF Center, Singapore 068914.