



**CITYNEON HOLDINGS LIMITED**  
Company Registration No. 199903628E  
Incorporated in the Republic of Singapore

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## LICENSING FOR TRANSFORMERS BRAND

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The Board of Directors ("**Board**") of Cityneon Holdings Limited ("**Company**") wishes to announce that its wholly-owned subsidiary, Dayspring Entertainment Pte. Ltd. ("**Dayspring**") has entered into the agreement with Hasbro, Inc. and Hasbro International, Inc. ("**Hasbro**") relating to the TRANSFORMERS brand ("**License**").

Dayspring has the exclusive rights to use the TRANSFORMERS brand in connection with the development, staging, production, promotion, and advertisement of the Exhibits of TRANSFORMERS solely at approved venues in the world (excluding the city of Indianapolis, Indiana and the country of Japan). The first exhibition is expected to be open in 2016.

Dayspring is also able to develop and manufacture merchandises based on the exhibits, and the right to advertise and sell such merchandises at the identified venues. The exclusive right is for period until June 30, 2023.

This transaction is not expected to have any material impact on the earnings per share and net tangible assets of the Company for the financial year ending 31 December 2015.

None of the Directors, and as far as the Directors are aware, none of the controlling shareholder of the Company has any interest; direct or indirect, in the transaction.

By Order of the Board  
**CITYNEON HOLDINGS LIMITED**

Cho Form Po  
Company Secretary  
18 November 2015