

For Immediate Release

Dezign Format Signals Strong Growth Trajectory with Robust Order Book, Regional Expansion, and Key Strategic Partnerships

Voluntary Business Update

- Robust order book of approximately S\$26.6 million as at 31 August 2025
- Successfully launched immersive VR attraction "The Element Code 305" in Kuala Lumpur and Ho Chi Minh City
- Secured high-profile client engagements across luxury automotive, premium timepieces, integrated resort décor and commemorative exhibitions, including Singapore's 60th anniversary showcase
- Inked key MOUs with Hustle & Bustle to become official partner for projects
- Accelerated entry into Thai market by participating in Thailand MICE X-Change
- Set to open new production facility in Johor, Malaysia, by Q4 2025

SINGAPORE, 26 September, 2025 – Dezign Format Group Limited (SGX:UZF) ("Dezign Format", "DF" or the "Company", and together with its subsidiaries, the "Group") a leader in creating visionary brand experiences, is pleased to provide a business update on its operational progress, current project pipeline, and strategic initiatives supporting future growth.

Order Book, Key Activations & Projects

As at 31 August 2025, the Company's order book stood at approximately S\$26.6 million. While a significant portion of these contracts are short-term in nature, typically around three to six months, the figure also includes several longer-term engagements, reflecting a healthy mix of recurring and new business.

Dezign Format's key activations and projects feature a series of prestigious events. This includes a luxury automotive showcase and exclusive hospitality suites for the Singapore Grand Prix season, a private showcase for a luxury Maison, a themed exhibition celebrating Singapore's 60th anniversary curated by a Cultural Medallion recipient, and large-scale festive décor projects for leading integrated resorts.

Recent Exhibition Launches: The Element Code 305

The Company's subsidiary, DF Experiences, successfully launched "The Element Code 305," an immersive virtual reality universe, in two key Southeast Asian cities. This 30-minute journey into the year 2050 combines state-of-the-art VR, 5D holography, sound, and light to create a captivating narrative experience.



The attraction debuted at Quill City Mall in Kuala Lumpur in August 2025, inviting guests to join an elite scout on a mission to save a vanished underground palace. In September 2025, it launched at SC VivoCity in Ho Chi Minh City, becoming Vietnam's first and largest immersive VR universe. Each launch was tailored to the local market with multilingual support. The Kuala Lumpur launch generated 45 media features, while the Ho Chi Minh City activation secured 59 media features, demonstrating strong market interest and establishing a new landmark for immersive entertainment in the region.



Strategic Business Activities

Dezign Format continues to execute its strategic growth plan by signing two significant Memorandums of Understanding ("**MOUs**") with Hustle & Bustle. This positions DF as the official partner for projects within IMBA Global's theatre premises and for the prestigious Concours d'Elegance Singapore brand.



In a move to broaden its regional footprint, the team also participated in the Thailand MICE X-Change ("**TMX25**") in Bangkok. Recognising Thailand as a key growth market, this participation was a vital step in establishing a local presence. At the event, the Company showcased its comprehensive suite of services and its expertise in delivering sustainable and high-quality design solutions, thereby strengthening its connections within the regional MICE industry.



New Production Facility to Bolster Regional Operations

Complementing its market expansion, the Company is boosting its production footprint through a new facility in Johor, Malaysia. This facility, which is on track to be fully operational by the fourth quarter of 2025, will serve as a strategic hub to support its expanding operations across Southeast Asia, enhance production capabilities, and over the long-term, reduce production costs.



Opportunities and Growth Potential

The Company is well-positioned to capitalise on key market trends and drive long-term growth. Client expectations are evolving towards highly curated, bespoke experiences that seamlessly blend physical and digital touchpoints. Deziign Format's proven expertise positions it as the go-to partner for these experiential, high-end exhibitions. To stay ahead, the Company remains committed to technology adoption, actively investing in AR/VR, interactive installations, and AI-driven design tools. This focus on digital innovation and automated fabrication allows for the delivery of cutting-edge, scalable solutions. Furthermore, with a growing global demand for sustainability, DF continues to leverage eco-conscious materials and production methods, integrating CSR initiatives without compromising its hallmark creativity and precise execution. These pillars, combined with strategic geographical growth in emerging luxury markets, will sustain the Company's excellence at scale.

"Our recent achievements are a testament to the team's relentless pursuit of excellence and innovation," said Mike Chong, Chairman and CEO of Dezign Format. "From our successful launches in Malaysia and Vietnam to our expanding pipeline with the world's leading luxury brands, we are demonstrating our unique ability to bring visionary concepts to life. The strategic partnerships and our new facility in Malaysia will further enhance our capabilities, allowing us to capture exciting new opportunities across the region. We are optimistic about the path ahead and remain focused on delivering sustained value to all our stakeholders."

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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 Events, Exhibitions 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 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.

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