



[Press Release]

## VIVIDTHREE AND SKY CITY SIGN MOU TO DEVELOP IMMERSIVE GAMING AND ENTERTAINMENT VENUES IN SOUTHEAST ASIA

[Singapore, 23 November 2023] **Vividthree Holdings Ltd.** (SGX: OMK) (“Vividthree”, the “Company”, or together with its subsidiaries, the “Group”), a diversified entertainment company specialising in the production of immersive experiences, today announced it has signed a memorandum of understanding (“MOU”) with **Guangdong Sky City Culture and Entertainment Co., Ltd** (“Sky City” or “广东天空之城文化娱乐有限公司”), a Chinese arcade and entertainment brand headquartered in Guangdong China, to develop gaming arcade centres in Southeast Asian markets starting with Singapore.



Photo caption: A Sky City game arcade in a shopping mall in China

Sky City’s Managing Director, Li Haoguang 李浩光 said, “We are delighted to announce our partnership with the Vividthree Group to develop a new brand of gaming arcades across key Southeast Asian markets. There are great opportunities for us to leverage the resources and connections in media and retail, of Vividthree and its parent company, mm2 Asia, to grow the leisure and entertainment businesses in these markets.”

The MOU outlines a strategic partnership for both companies to establish arcade businesses in Southeast Asia, starting with Singapore. Sky City has over 13 years of experience developing, operating and promoting family entertainment concepts; and Vividthree will leverage its expertise in digital media creation and production to enhance arcade gaming offerings, especially in the areas of VR/AR games and globally recognised IP management.

Vividthree's Co-founder and Chief Creative Officer, Charles Yeo said, "Sky City is a pre-eminent brand for family leisure entertainment in China. They own and operate more than 100 outlets in China's biggest metropolitan cities. This strategic partnership marks an important milestone for our organization as we continue expanding our leisure and entertainment portfolio across the region."

For photos of Sky City game arcades (Google drive): <https://bit.ly/SkyCityArcadePics>

###

### **About Vividthree**

Headquartered in Singapore with subsidiaries in Malaysia and China, Vividthree Holdings Ltd. specialises in Visual Effects ("VFX"), animation and Virtual Reality ("VR") for content creation and services across the Digital Entertainment and Out-of-Home Entertainment sectors, as well as collaborations in Meetings, Incentives, Conferences, Exhibitions ("MICE") projects.

Since its establishment in 2006, Vividthree has secured its position as Singapore's leading 3D animation and VFX studio with its multi-award-winning track record. In 2017, the Company expanded into the immersive media space with virtual reality (VR) and augmented reality (AR) capabilities. The Vividthree brand of excellence can be found in many works, including Singapore's box-office breaking trilogy Ah Boys to Men, SG50 Future of Us Exhibition, NS50 Home Team parade and Train to Busan VR Tour show.

Vividthree has secured the exclusive rights to develop a VR tour show for Peninsula, the sequel to the 2016 Korean box office hit, Train to Busan, as well as acquired the intellectual property rights to the popular webcomic, Silent Horror.

Vividthree is a subsidiary of SGX Mainboard-listed mm2 Asia Ltd. (SGX Stock Code: 1B0), producer of film, television and online content. In September 2018, Vividthree debuted on the SGX Catalist board (SGX Stock Code: OMK).

For more information on Vividthree Holdings: <https://www.vividthreeholdings.com>

### **About Sky City**

Guangdong Sky City Culture and Entertainment Co., Ltd or 广东天空之城文化传媒有限公司 owns and operates over 100 outlets within China, in Guangdong, Guangxi, Chongqing, Sichuan, Yunnan, Guizhou, Zhejiang, Jiangsu, Shanghai, Anhui, Jiangxi, Fujian, Hainan, Hubei, Henan, Shandong, Shanxi, Shaanxi and other provinces and cities.

Founded in Shenzhen in 2009, Sky City is a domestic professional video game entertainment brand, with an avant-garde, sci-fi inspired design concept. The brand integrates cultural industry, high technology and innovative ideas, and has more than ten years of operation and management experience in animation and video game chain organizations.

Sky City aspires to forge a seamless convergence of immersive environments, captivating gameplay, player emotions, and human-computer interactions. Guided by the philosophy of prioritizing users and generating value through services, Sky City leverages the founding team's expertise in music, film and television, and creative products to establish a cultural ecosystem that harmoniously blends gaming entertainment, cultural engagement, and innovative creations. For users who embrace positivity, optimism, and a zest for life, Sky City is dedicated to delivering an unparalleled experience of joy and fulfilment.

### **Investor Relations/ Media Contact**

Melvin Ng

E: [melvinng@vividthree.com](mailto:melvinng@vividthree.com)