



NoonTalk Media

(Company Registration Number:201108844H)

For Immediate Release

NoonTalk Media's IPO Draws Strong Support from Investors

- **17.5 million Placement Shares fully placed out**
- **Public Offering approximately 1.2 times over subscribed**
- **Trading debuts on Catalist at 9.00 am on 22 November 2022**

SINGAPORE, November 21, 2022 – NoonTalk Media Limited (“NoonTalk Media” or the “Company”), a Singapore-based media entertainment company specialising in artist and talent management, multimedia production and event conceptualisation, is pleased to announce that its initial public offering (“**IPO**” or “**Offering**”) of 22.0 million new shares in the Company’s capital (“**Offering Shares**”) at S\$0.22 per share (“**Offering Price**”), has attracted strong interest from investors.

The IPO comprises a placement of 17.5 million Offering Shares to investors, including institutional and other investors in Singapore (“**Placement**”), and an offering of 4.5 million Shares in Singapore by way of a public offer in Singapore (“**Public Offering**”).

At the close of the Placement at 12.00 noon on 17 November 2022, all 4.5 million Shares available under the Public Offering were validly subscribed for, with indications of interest received for approximately 5.3 million Public Offer Shares, with a total value of approximately S\$1.2 million, which translates to the Public Offering being approximately 1.2 times subscribed.

All 17.5 million Placement Shares available under the Placement were validly subscribed for, with application monies received for these Placement Shares amounting to S\$3.85 million.



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Amongst the anchor investors, LNG market leader Union Energy Corporation invested as part of its strategic partnership to tap into digital media growth opportunities to reach out to a younger generation of customers. Anchor investors also include Mr Lim Hock Leng, Managing Director of Sheng Siong Group, and Qilin Wealth Fund Pte. Ltd., a Singapore-based Single-Family Office which oversees a global portfolio of equities, debt, funds, derivatives and foreign currencies. Its principal strategies and divisions include value-driven allocations, quantitative trading as well as long-short strategies.

Dr Chong Weng Chiew, the Executive Director of CITIC Envirotech Pte. Ltd., also took part in the investment. Dr Chong was previously a Member of the Parliament of the Tanjong Pagar GRC, and CEO of Ang Mo Kio-Thye Hua Kwan Hospital.

The strong anchor commitments from various investors further affirm NoonTalk Media's growth potential within the media landscape and its vision of becoming the leading media and entertainment platform in Singapore.

Mr Dasmond Koh, Executive Director and CEO of NoonTalk Media said, ***"We are incredibly grateful to see the overwhelming support for our Public Offering, which was oversubscribed in less than 72 hours. We are very encouraged by the positive response to our IPO launch from the investors, and we believe their warm reception underscores the strength of our business fundamentals and the belief in our big dream in this industry. Listing on SGX serves as a platform to enhance our exposure and allows us to gain access to the capital markets to extend our regional footprint."***

Evolve Capital Advisory Private Limited is the Sponsor, Issue Manager and Co-Placement Agent for the IPO, while **CGS-CIMB Securities (Singapore) Pte. Ltd.** is the Underwriter and Co-Placement Agent.



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Commenting on NoonTalk Media's IPO, Mr Jerry Chua, Managing Partner and CEO of Evolve Capital Advisory, said ***"We are pleased to act as Sponsor, Issue Manager and Co-Placement Agent for NoonTalk Media, a truly leading Singapore home-grown media company with strong multimedia and production capabilities, offering a one-stop media solution, from origination to implementation to their clients. This IPO further reinforces our philosophy of bringing growth-oriented enterprises focused on the new economy verticals to the SGX Catalist platform."***

The shares of NoonTalk Media are expected to commence trading on a "ready" basis on Catalist at 9.00 am on 22 November 2022.

The IPO will raise total gross proceeds of approximately S\$4.8 million. Based on the Offering Price, NoonTalk Media's post-Offering market capitalisation is expected to be approximately S\$43.6 million.

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About NoonTalk Media

NoonTalk Media Limited is a Singapore-based media entertainment company that specialises in artiste and talent management, multimedia production, and event conceptualisation. The Company aims to be Singapore's leading media and entertainment platform in creating quality entertainment content and to inspire a vibrant media landscape in Singapore, with a particular niche in Chinese-language media productions.

The Company taps on its comprehensive suite of service offerings to be a one-stop provider of high-quality, bespoke events and entertainment solutions that can be adapted to suit the particular demands of its clients for any project.

For more information, please visit us at: <https://noontalk.com/>

About Evolve Capital Advisory Private Limited

Evolve Capital is a leading boutique investment bank, providing strategic advice, with proven M&A and capital raising capabilities to help corporates Evolve. Evolve Capital is licensed by



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MAS to advise on Corporate Finance and conduct Dealing in Capital Markets Products, as well as authorized by SGX as an accredited Issue Manager and Catalyst Full Sponsor. Evolve Capital is a corporate advisory service provider focused on growth enterprises across Southeast Asia, seeking to empower Small-Medium Enterprises (“SMEs”), through the Democratization of Corporate Advisory. We recognise the role SMEs play in generating economic growth, and our vision is to empower them to drive growth, job creation and create stakeholder value.

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The information in this press release is qualified in its entirety by, and is subject to, the more detailed information to be set out in the offer document of NoonTalk Media Limited (the “**Company**”) dated 14 November 2022 (“**Offer Document**”) which has been registered with the Singapore Exchange Securities Trading Limited (“**SGX-ST**”), acting as agent on behalf of the Monetary Authority of Singapore (the “**MAS**”). Capitalised terms used herein, unless otherwise defined in this press release, shall bear the same meanings ascribed to them in the Offer Document. Any decision to subscribe for Shares in the Offering should be made solely on the basis of information contained in the Offer Document and no reliance should be placed on any information other than that contained in the Offer Document.

This press release has not been examined or reviewed by the MAS or the SGX-ST.

This press release does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or any other jurisdiction.



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This press release contains certain forward-looking statements which involve known and unknown risks, delays, and uncertainties not under the Company's control which may cause actual results, performance, or achievements of the Company to be materially different from the results, performance, or expectations implied by these forward-looking statements. The Company makes no representation or warranty, express or implied, as to or endorsement of the accuracy or completeness of any information, statements, or representations contained in this press release with respect to the Company

This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, Evolve Capital Advisory Private Limited (the "Sponsor"), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("SGX-ST") Listing Manual Section B: Rules of Catalyst.

This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Mr Jerry Chua, at 138 Robinson Road, #13-02 Oxley Tower, Singapore 068906, telephone (65) 6241 6626.