



**MEDIA RELEASE**

## **17LIVE GROUP REAPPOINTS CO-FOUNDER JOSEPH PHUA AS CEO AND EXECUTIVE CHAIRMAN**

*Mr. Lien Chien-Lin has departed 17LIVE as executive director and CEO of the company due to personal family reasons*

**Singapore, 26 January 2024** – 17LIVE Group Limited (“17LIVE”) has reappointed Mr Phua Jiexian Joseph, Co-Founder and Chairman as CEO and Executive Chairman of the group. This follows the departure of Mr Lien Chien-Lin as CEO and executive director of the company. To assist in the transition, Mr Lien will remain with the company and be re-designated to senior adviser.

Mr Phua is the co-founder of 17LIVE and has been the non-executive chairman of the board of directors for 17LIVE since July 2020. Mr Phua was formerly 17LIVE’s CEO from September 2016 to June 2020, where he made major corporate decisions, managed overall operations and set the strategic direction of the company. He was pivotal in boosting operational profitability of the Group and taking the company public in December 2023.

Under Mr Phua’s leadership, 17LIVE will continue to move ahead with its growth strategy, particularly in expanding its V-Liver segment. This month, the company successfully launched its second V-Liver IP, GanGun Girls. The first V-Liver IP Girl Group, “BUSHILIVE” made its debut in July of 2023. Last month, 17LIVE launched NexuStella as the production company that provides comprehensive management for V-Livers.

Following its listing on the SGX-ST in December 2023, 17LIVE has built up a war chest of cash proceeds in which the company will continue to strategically deploy across its core growth drivers of V-Liver, live commerce, and regional expansion.

**Commenting on his reappointment, Mr Phua Jiexian Joseph** said, “I am grateful to Alex for his commitment to 17LIVE during his time with us and wish him the very best in his future endeavours. It is an honour to be called upon to lead 17LIVE once again. We will continue to focus on our operational objectives, leverage the exponential growth opportunities in the industry and work closely with our live streamers and V-Livers to fortify 17LIVE as the top live streaming platform in Asia.”

**Mr Ng Jingshen, Co-Founder and Chief Technology Officer** said, “Joseph and I have been working hand in hand since the founding of 17LIVE in 2015. The 17LIVE team and I look forward to working with him to deliver on 17LIVE’s growth ambitions and create value for our shareholders.”

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DBS Bank Ltd. acted as the sole issue manager for the business combination of Vertex Technology Acquisition Corporation Ltd with 17LIVE Inc.

# 17LIVE

## About 17LIVE

17LIVE is the top pure-play live-streaming platform (by revenue) in Japan and Taiwan combined. Its business lines include Liver live-streaming, V-Liver live-streaming and other businesses such as in-app games and live commerce. 17LIVE is accessible globally, and its key markets of operations include Japan and Taiwan with a presence in Hong Kong, Singapore, the United States, the Philippines, India and Malaysia. It has fostered a diverse live-streaming ecosystem with a loyal and engaged user community, as well as a deep pool of live streamers.

For more information, please visit: <https://about.17.live>

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