

For Immediate Release

Dezign Format Signs Strategic MOU with Hustle & Bustle Group for Equity Investment and Preferred Partner Status

- **Signs MOU with homegrown edutainment leader Hustle & Bustle Group on 21 April 2026, covering H&B and subsidiary IMBA Global**
- **Proposes an equity and potential supplementary cash investment into H&B to capture long-term value and natural synergies**
- **Secures Right of First Refusal (ROFR) as preferred design and build provider for H&B and IMBA, establishing a pipeline of future projects**

SINGAPORE, 22 April, 2026 – Dezign Format Group Limited (SGX:UZF) (“Dezign Format”, “DF” or the “Company”, and together with its subsidiaries, the “Group”) a specialist in experiential design and entertainment, announced that its subsidiary, Dezign Format Pte Ltd, has entered into a Memorandum of Understanding (“MOU”) with Hustle & Bustle Group Pte. Ltd. (“H&B”) and its subsidiary, IMBA Global Pte. Ltd. (“IMBA”).

H&B is a homegrown edutainment group and the parent organisation behind the IMBA brand. Its flagship project, the IMBA Theatre at Gardens by the Bay, is a global cultural platform hosting large-scale digital immersive experiences. DF served as design and build specialist for the theatre, and it is in the context of this completed project that the present MOU arises.

Under the MOU, the Parties — being Dezign Format Pte Ltd, H&B, and IMBA — have agreed to negotiate in good faith to convert certain outstanding amounts payable by IMBA to DF for those design and build services into equity at the H&B parent level. This is accompanied by a potential supplementary cash investment by DF into H&B.

This equity investment is a strategic move by DF to capture long-term value — by transitioning from vendor to equity stakeholder, the Group moves from a project-based relationship to taking a direct share in H&B’s growth. H&B is actively expanding the IMBA Theatre’s programming and is pursuing further immersive entertainment projects, presenting DF with meaningful long-term upside as an equity partner. Alongside the equity component, the MOU grants DF a Right of First Refusal (ROFR)



(Company Registration No.: 202516315N)

for the provision of design and build services for both H&B and IMBA, securing an ongoing pipeline of future projects.

This partnership creates clear synergies for both parties. DF strengthens its Immersive Location-Based Entertainment and Experiences (LBE) segment and gains a prominent platform at the IMBA Theatre to demonstrate its cutting-edge design and fabrication capabilities, while H&B benefits from a committed, experienced build partner aligned to its long-term success.

Mr. Mike Chong, Executive Chairman and CEO of Dezign Format, commented:

"Our collaboration with Hustle & Bustle at the IMBA Theatre has been a strong foundation for this deeper partnership. By investing at the parent level, we are making a deliberate move to align our long-term interests with a premier homegrown edutainment brand. A permanent presence at a flagship venue like the IMBA Theatre at Gardens by the Bay directly strengthens our Immersive LBE ambitions, and the Right of First Refusal secures Dezign Format a meaningful pipeline of high-profile projects ahead."

The MOU does not create legally binding commercial rights or obligations between the Parties at this stage, as the binding terms for the investment and ROFR remain subject to definitive agreements. The Company will update shareholders with further announcements upon execution of these agreements.

#End#

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.



(Company Registration No.: 202516315N)

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.

INVESTOR RELATIONS AND MEDIA CONTACT:

Ms Emily Choo

Mobile +65 9734 6565

Email emily@gem-comm.com

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements other than statements of historical fact included in this Press Release are or may be forward-looking statements. Forward-looking statements include but are not limited to those using words such as “aim”, “seek”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “project”, “plan”, “potential”, “strategy”, “forecast”, “possible”, “probable” and similar expressions or future or conditional verbs such as “if”, “will”, “would”, “should”, “could”, “may” or “might”. These statements reflect the management’s current expectations, beliefs, hopes, intentions or strategies regarding the future and assumptions in light of currently available information as at the date of this Press Release. Such forward-looking statements are not guarantees of future results, performance, events or achievements and involve known and unknown risks and uncertainties.

Accordingly, actual results or outcomes may differ materially from those described in such forward-looking statements. Given the risks and uncertainties involved, Shareholders and investors should not place undue reliance on such forward-looking statements. The Company does not guarantee any future performance or event and does not undertake any obligation to update publicly or revise any forward-looking statements, subject to compliance with all applicable laws and regulations and/or rules of the SGX-ST and/or any other regulatory or supervisory body or agency.”



(Company Registration No.: 202516315N)

IMPORTANT NOTICE

This news release is for information only and does not constitute or form part of an invitation, solicitation or offer to acquire, purchase, or subscribe to any securities in Singapore or any other jurisdiction, nor shall it or any part of it form the basis of, or be relied upon in any connection with, any contract, commitment, or investment decision whatsoever.

This document has been reviewed by the Company's Sponsor, Evolve Capital Advisory Private Limited. This document has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document.

The contact person for the Sponsor is Mr. Jerry Chua (Tel: (65) 6241 6626), at 160 Robinson Road, #20-01/02, SBF Center, Singapore 068914.