

## **STARHUB AND MM2 ASIA TO COLLABORATE ON ORIGINAL LOCAL PRODUCTIONS FOR APPROXIMATELY S\$25 MILLION**

**SINGAPORE, 23 March 2016 – mm2 Asia Ltd.** (“mm2 Asia”, “mm2全亚影视娱乐有限公司” or collectively with its subsidiaries, the “Group”), today announced that it has through its wholly-owned subsidiary, mm2 Entertainment Pte Ltd, signed a non-binding memorandum of understanding (“**MOU**”) with StarHub Cable Vision Ltd. (“**StarHub**”), a wholly-owned subsidiary of StarHub Ltd, to cooperate and collaborate on the production and distribution of original local productions.

The objective of the MOU is to capitalise on the synergies between StarHub and mm2 Asia by leveraging the strengths of each other as key media players in Singapore. StarHub has multiple broadcast platform capabilities in both TV and online, while mm2 Asia has TV and online original content production capabilities and a regional distribution network. Both companies can also potentially share advertising sales and sponsorship capabilities and experience. This will enable the original local content reach to be extended to a wider audience within and outside of Singapore, and for both companies to achieve cost effectiveness.

As part of the collaboration under the MOU, mm2 Asia and StarHub are planning several projects which will be broadcast on StarHub’s self-packaged TV channels and online platform. Both companies will work with advertisers and other partners to produce up to \$25 million worth of original local content productions over a three-year period.

Mr Melvin Ang, Chief Executive Officer of mm2 Asia, remarked: “We are charged up to collaborate with StarHub to create original local content which will go out to 536,000 StarHub TV households in Singapore. mm2 will also leverage its existing regional advertising, distribution and co-production resources to further monetise from these local content concepts.”

Mr Tan Tong Hai, Chief Executive Officer of StarHub, commented: “mm2 has been producing good quality work, and we are excited to work with them to expand our pay TV offerings through original content creation that will set us apart in the cluttered content space. We can also leverage mm2’s marketing and distribution capabilities to extend the reach of our localised content beyond Singapore shores.”



## mm2 Asia Ltd.

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### **About mm2 Asia Ltd.**

Headquartered in Singapore, mm2 Asia is a producer of films and TV/online content. As a producer, mm2 Asia provides services that cover the entire filmmaking process, including securing financing, producing and distributing as well as securing advertising and sponsorship. mm2 Asia furthers strengthen its competitive advantage through the ownership of Cathay cineplexes in Malaysia, as well as bought a stake in local 3D animation company, Vividthree Productions. In addition to Singapore, mm2 Asia also has a presence in Malaysia, Hong Kong, Taiwan and the PRC through its group of companies and/or strategic working partnerships. mm2 Asia has co-produced and/or distributed in excess of 20 films across Asia since 2008 including co-producing well-known films such as the 'Ah Boys to Men' and 'Long Long Time Ago' series; and distributing titles such as Malaysia's 'The Journey' and Taiwan's 'Café.Waiting.Love'. In 2014, mm2 Asia made its debut on the Singapore Exchange Securities Trading Limited (SGX stock code: 43D), becoming the first Singapore film production company to achieve this.

For more information, please visit [www.mm2asia.com](http://www.mm2asia.com)

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