

# UnUsUaL™

飛凡有限公司 LIMITED

a mm2 entertainment company

**For Immediate Release**

## UnUsUaL Enters Joint Venture targeting the NFT Market

- ***Strategic partnership to build and grow an interactive fan-based community for Non-Fungible Token (“NFT”) and also serves as an alternative distribution channel for future product extension and innovation.***
- ***Collectively between UnUsUaL and Season Culture, both have extensive experience and access to performing artistes and talents across Asia Pacific region to help the venture to explore multiple application of NFTs.***

**SINGAPORE, 26 November 2021** – UnUsUaL Development Pte. Ltd. (“UnUsUaL” ), a wholly owned subsidiary of UnUsUaL Limited, is pleased to announce that it has entered into a strategic partnership to expand into the fast-growing NFT market. UnUsUaL will jointly incorporate a new entity, FunBase Pte. Ltd. (“FunBase”) with Season Culture Pte. Ltd. (“Season Culture”) and a third party angel investor. UnUsUaL will hold 30% of the equity interest in FunBase with the option to increase their stake to 51% over the next 3 years. UnUsUaL and Season Culture have extensive experience and access to performing artistes and talents across China, Korea, Taiwan, Macau, Hong Kong, Malaysia and Singapore to help the venture to explore multiple application of NFTs.

NFTs have gained tremendous popularity over the last year, with sales of NFTs surging to \$2.5 billion in sales in 1H2021, up from just \$13.7 million a year ago<sup>1</sup>. Several world-renowned artistes such as BTS<sup>2</sup>, Grimes and Rolling Stones have adopted NFTs, selling tokenized versions of their music tracks or virtual and real-world merchandise to generate fan loyalty and revenue<sup>3</sup>.

Chief Executive Officer of UnUsUaL, Mr Leslie Ong said, ***“We believe NFTs will be a game-changer in the live events space. Artists and organisers are no strangers and have started to embrace the technology to also create NFTs of their own for their fans. Our future events will have an expanded offerings in the form of NFTs in various format such as special edition event collectibles, digital tickets, audio video assets and etc. The potential is limitless. This will in turn help us to build and grow an interactive fan-based community of these events which also serves as an alternative distribution channel for future product innovation”.***

**#End#**

<sup>1</sup> <https://www.reuters.com/technology/nft-sales-volume-surges-25-blm-2021-first-half-2021-07-05/>

<sup>2</sup> <https://www.coindesk.com/business/2021/11/04/bts-agency-hybe-to-set-up-joint-venture-on-nfts-with-korean-crypto-exchange-upbit/>

<sup>3</sup> <https://fortune.com/2021/10/29/nfts-music-industry/>

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## About UnUsUaL Limited

Established in 1997, UnUsUaL Limited started as a stage, sound and lighting equipment rental business. It has grown to become one of the leading names in concert promotion and event production in Asia. Its presence in Singapore is represented by UnUsUaL Entertainment, UnUsUaL Productions, UnUsUaL Development; UnUsUaL Productions in Malaysia; and UnUsUaL Entertainment International in Hong Kong.

Its ability to deliver a complete technical solution has seen the company working on large-scale events such as the Singapore Arts Festival, the Chingay Parade, SG50 Youth Celebrate! and the Formula One Singapore Grand Prix. The company also promotes and organises world class concerts and events for artistes such as Air Supply, Andy Lau, Cesar Millan, Chang Hui Mei, G.E. M, Hillsong, Jacky Cheung, Jay Chou, JJ Lin, Kim Soo Hyun, Lee Min Ho, Lionel Richie, Mariah Carey, Michael Bublé, Park Bo Gum, Pet Shop Boys, S.H.E., Stefanie Sun, Rain and Yanni in Singapore and the region.

In 2016, UnUsUaL Group of Companies was acquired by mm2 Asia Limited, a Singapore-based, SGX-ST Mainboard listed producer of films, TV/online content and cinema operator. UnUsUaL Limited was listed on the SGX-ST Catalist board on 10 April 2017.

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

## Investor Relations and Media Contact:

Ms Emily Choo | +65 9734 6565 | [Emily@gem-comm.com](mailto:Emily@gem-comm.com)

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The contact person for the Sponsor is Mr Kaeson Chui, Vice President, at 16 Raffles Quay, #01-05 Hong Leong Building, Singapore 048581, Telephone (65) 6415 9886