

spackmanentertainmentgroup

NEWS RELEASE

SPACKMAN ENTERTAINMENT GROUP'S UPCOMING ZOMBIE THRILLER, #ALIVE, STARRING YOO AH-IN OF SPACKMAN MEDIA GROUP AND PARK SHIN-HYE, DOMINATES KOREA'S ADVANCE TICKET RESERVATIONS WITH A MARKET SHARE OF 57.7% PRIOR TO SCHEDULED OPENING DAY ON 24 JUNE 2020

- Produced by the Group's indirect wholly-owned subsidiary, Zip Cinema, #ALIVE achieved #1 in advance ticket bookings with a dominant market share of 57.7% two days ahead of its release on 24 June 2020
- In comparison, the Group's most recent film, *CRAZY ROMANCE*, which resulted in commercial success, attained a market share of 12.3% two days prior to its opening day
- Distributed by Lotte Entertainment, #ALIVE headlines Spackman Media Group's Yoo Ah-in of *DEFAULT* (2018) & *BURNING* (2018) and Park Shin-hye of *MEMORIES OF THE ALHAMBRA* (2018) and *THE DOCTORS* (2016)
- #ALIVE, a zombie thriller film directed by Jo Il Hyung, is based on an original scenario by Hollywood writer Matt Taylor

Singapore, 23 June 2020 – Spackman Entertainment Group Limited (“**Spackman Entertainment Group**” or the “**Company**” and together with its subsidiaries, the “**Group**”), one of Korea's leading entertainment production groups, wishes to announce that #ALIVE, produced by the Company's indirect wholly-owned subsidiary, Zip Cinema Co., Ltd. (“**Zip Cinema**”), ranked #1 in advance ticket reservations as of 22 June 2020, prior to its scheduled opening day on 24 June 2020. The film is Zip Cinema's latest project following *CRAZY ROMANCE*, which was a commercially successful film for the Group.

According to the latest statistics from the Korean Film Council, the market share of advance booking of tickets for #ALIVE stood at a commanding 57.7% as of 23 June 2020 12am Korea time¹. As compared to #ALIVE, *CRAZY ROMANCE* recorded a market share of 12.3% two days prior to its opening day.

Headlined by top leading actor Yoo Ah-in of UAA & Co Inc. (“**UAA**”), a subsidiary of the Group's associated company Spackman Media Group Limited (“**Spackman Media Group**”), and popular actress Park Shin-hye, #ALIVE is based on an original scenario by Hollywood writer Matt Taylor, who produced the American documentary series, *SMALL BUSINESS REVOLUTION: MAIN STREET*. Yoo Ah-in of UAA was previously the only Asian actor who was awarded one of “THE BEST ACTORS OF 2018” by The New York Times.

The film relates the story of isolated survivors of a city under lockdown that gets out of control as a consequence of a sudden spread of an unknown infection. UAA's Yoo

¹ Korean Film Council,
<http://www.kobis.or.kr/kobis/business/stat/boxes/findRealTicketList.do>

Ah-in of *DEFAULT* (2018), *BURNING* (2018) & *VETERAN* (2015) shall play the role of Joon Woon, a gamer who survived by himself and becomes disconnected from the rest of the world. Park Shin-hye of *MEMORIES OF THE ALHAMBRA* (2018), *THE DOCTORS* (2016) & *THE HEIRS* (2013) takes on the role of Yoo Bin, another survivor who relies on her own survival skills throughout the extremely challenging situation in the city.

The film is distributed by Lotte Entertainment and directed by Jo Il Hyung, who was from the American Film Institute.

For more information on #ALIVE and its official trailer, visit the Group's website at <https://spackmanentertainmentgroup.com/%23alive>.

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About Spackman Entertainment Group Limited

Spackman Entertainment Group Limited ("**SEGL**" or the "**Company**"), and together with its subsidiaries, (the "**Group**"), one of Korea's leading entertainment production groups, is primarily engaged in the independent development, production, presentation, and financing of theatrical motion pictures in Korea. In order to diversify our revenue streams, we have expanded our business portfolio to include the production of Korean television dramas. In addition to our content business, we also make investments into entertainment companies and film funds that can financially and strategically complement our existing core operations. SEGL is listed on the Catalist of the Singapore Exchange Securities Trading Limited under the ticker 40E.

SEGL's Zip Cinema Co., Ltd. ("**Zip Cinema**") is one of the most recognised film production labels in Korea and has originated and produced some of Korea's most commercially successful theatrical films, consecutively producing 10 profitable movies since 2009 representing an industry leading track record. Recent theatrical releases of Zip Cinema's motion pictures include some of Korea's highest grossing and award-winning films such as *CRAZY ROMANCE* (2019), *DEFAULT* (2018), *MASTER* (2016), *THE PRIESTS* (2015), *COLD EYES* (2013), and *ALL ABOUT MY WIFE* (2012). For more information on Zip Cinema, do visit <http://zipcine.com>

SEGL also owns Novus Mediacorp Co., Ltd. ("**Novus Mediacorp**"), an investor, presenter, and/or post-theatrical distributor for a total of 79 films (58 Korean and 21 foreign) including *ROSE OF BETRAYAL*, *THE OUTLAWS* and *SECRETLY, GREATLY*, which was one of the biggest box office hits of 2013 starring Kim Soo-hyun of *MY LOVE FROM THE STARS* fame, as well as *FRIEND 2: THE GREAT LEGACY*. In 2012, Novus Mediacorp was also the post-theatrical rights distributor of *ALL ABOUT MY WIFE*, a top-grossing romantic comedy produced by Zip Cinema. In 2018, *THE OUTLAWS*, co-presented by Novus Mediacorp broke the all-time highest Video On

Demand (“**VOD**”) sales records in Korea. For more information on Novus Mediacorp, do visit <http://novusmediacorp.com>

Our films are theatrically distributed and released in Korea and overseas markets, as well as for subsequent post-theatrical worldwide release in other forms of media, including cable TV, broadcast TV, IPTV, video-on-demand, and home video/DVD, etc. We release all of our motion pictures into wide-theatrical exhibition initially in Korea, and then in overseas and ancillary markets.

We also operate a café-lounge called Upper West, in the Gangnam district of Seoul and own a professional photography studio, noon pictures Co., Ltd..

The Company holds an effective shareholding interest of 43.88% in Spackman Media Group Limited (“**SMGL**”). SMGL, a company incorporated in Hong Kong, together with its subsidiaries, is collectively one of the largest entertainment talent agencies in Korea in terms of the number of artists under management, including some of the top names in the Korean entertainment industry. SMGL operates its talent management business through renowned agencies such as MS Team Entertainment Co., Ltd., UAA & Co Inc., Fiftyone K Inc., SBD Entertainment Inc., and Kook Entertainment Co., Ltd. Through these full-service talent agencies in Korea, SMGL represents and guides the professional careers of a leading roster of award-winning actors/actresses in the practice areas of motion pictures, television, commercial endorsements, and branded entertainment. SMGL leverages its unparalleled portfolio of artists as a platform to develop, produce, finance and own the highest quality of entertainment content projects, including theatrical motion pictures, variety shows and TV dramas. This platform also creates and derives opportunities for SMGL to make strategic investments in development stage businesses that can collaborate with SMGL artists. SMGL is an associated company of the Company.

The Group owns a 100% equity interest in Frame Pictures Co., Ltd. (“**Frame Pictures**”). Frame Pictures is a leader in the movie/drama equipment leasing business in Korea. Established in 2014, Frame Pictures has worked with over 25 top directors and provided the camera and lighting equipment for some of Korea’s most notable drama and movie projects including the upcoming Korean film *GIRL COPS* (2018) featuring Wi Ha-jun of SMGL and *THE GREATEST DIVORCE* (2018) starring Bae Doona of SMGL. In 2018, Frame Pictures has also won contracts to supply equipment to *FOUR MEN* (2019), *ASADAL CHRONICLES* (2019), *THE CROWNED CLOWN* (2019), *THE BEAUTY INSIDE* (2018), *HUNDRED MILLION STARS FROM THE SKY* (2018), *LOVELY HORRIBLY* (2018), *THE GUEST* (2018), historical Korean movie *MALMOI, SUITS* (2018) featuring Park Hyung-sik of SMGL, *MISTRESS* (2018), *LIFE* (2018), *LIVE* (2018) starring Lee Kwang-soo of *RUNNING MAN*, *MY MISTER* (2018) and Netflix’s first Korean original production *LOVE ALARM* (2018).

The Company owns a 100% equity interest Take Pictures Pte. Ltd. (“**Take Pictures**”) which has a line-up of several films including *STONE SKIPPING* (working title), *GUARDIAN* (working title) and the co-production with Zip Cinema for *THE PRIESTS 2*.

The Company owns a 100% equity interest in Constellation Agency Pte. Ltd. ("**Constellation Agency**"). Constellation Agency, which owns The P Factory Co., Ltd. ("**The P Factory**") and Platform Media Group Co., Ltd. ("**PMG**"), is primarily involved in the business of overseas agency for Korean artists venturing into the overseas market. The P Factory is an innovative marketing solutions provider specializing in event and branded content production. PMG is a talent management agency which represents and manages the careers of major artists in film, television, commercial endorsements and branded entertainment.

The Company owns a 100% equity interest in Greenlight Content Limited which is mainly involved in the business of investing into dramas and movies, as well as providing consulting services for the production of Korean content.

The Company owns a 100% equity interest in Simplex Films Limited ("**Simplex Films**") which is an early stage film production firm. Simplex Films has the following films in the pipeline namely, *A BOLT FROM THE BLUE*, *IRREVOCABLE PROMISE* and *OUR SUPERSTAR K*.

For more details, do visit <http://www.spackmanentertainmentgroup.com/>

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*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (the "**Sponsor**"), for compliance with the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") Listing Manual Section B: Rules of Catalyst. The Sponsor has not independently verified the contents of this press release.*

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 accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this press release.

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