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**IMMEDIATE RELEASE**

## **Vividthree Secures Exclusive Rights to Develop and Produce VR Shows for *PENINSULA*; Sequel to *TRAIN TO BUSAN***

**Singapore, 20 April 2020 - Vividthree Holdings Ltd. (SGX: OMK)**, a virtual reality, visual effects and computer-generated imagery production studio (“**Vividthree**”, the “**Company**” or the “**Group**”) is pleased to announce that it has secured the exclusive rights from the IP rights owner of *Train to Busan* - Contents Panda (“Contents Panda”), Next Entertainment World’s (“**NEW**”) international business division, to develop a virtual reality (“**VR**”) show for *Peninsula*, the sequel to the 2016 Korean zombie box office hit.

*Peninsula* takes place four years after *Train to Busan* but is not a continuation of the story and follows different characters within the same story universe. Government authority has been decimated after the zombie outbreak in Korea, and there is nothing left except the geographical traits of the location – which is why the film is called *Peninsula*. The film stars Gang Dong-won (*1987: When the Day Comes*) as a former soldier who has managed to escape the zombie-infested peninsula formerly known as South Korea. The soldier is sent on a mission to return to the peninsula, but he meets non-infected survivors who need saving and complicates his return. *Peninsula* is scheduled for global theatrical release in summer 2020.

Vividthree has been awarded the exclusive rights to adapt and produce multisensory-format content based on *Peninsula*. This includes various concept VR shows such as virtual reality (VR) immersive experiences, like Escape Missions and Themed House experiences. The Group will be able to commercialize the *Peninsula*-themed immersive experiences worldwide excluding the Republic of Korea. Rights include merchandising rights as part of the concept VR show.

Mr Kim Jae-min, President of Contents Panda says, “**Following the global mega hit, *Train to Busan*, *Peninsula* will be a film that is able to extend its scale to various platforms. We**

trust that this VR Show will maximize cinematic fun and add more values to K-movies.”

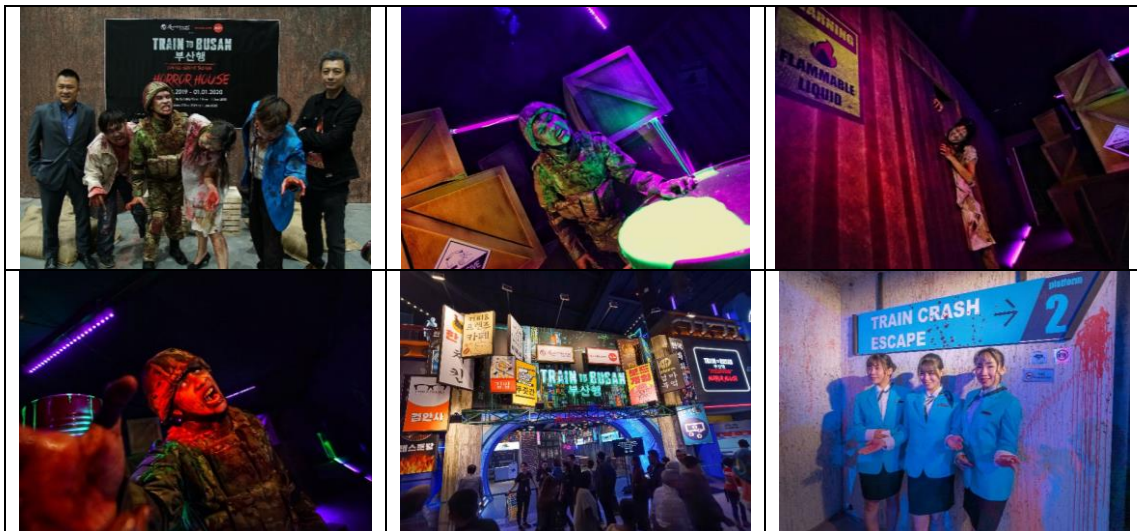
Managing Director of Vividthree, Mr Charles Yeo comments, ***“The team is thrilled to be able to secure the exclusive rights from Contents Panda, to create a virtual reality tour show for the sequel, Peninsula. We’re very eager to bring this blockbuster to the fans outside of Korea through the multisensory virtual thriller experience.”***

***Train to Busan*** is the 2016 South Korean zombie thriller directed by Yeon Sang-ho. The film follows a group of terrified passengers fighting their way through a countrywide viral outbreak while trapped on a suspicion-filled, blood-drenched bullet train ride to Busan, a southern resort city that has so far managed to hold off the zombie hordes. ***Train to Busan*** made over US\$140 million worldwide at the box office, becoming the highest-grossing Korean film in Malaysia, Hong Kong and Singapore at the time.

Vividthree has successfully executed the first-of-its-kind ***Train to Busan*** immersive experiences including the Train to Busan themed house experience at Resorts World Genting in 2019. In the latter, visitors would interact with a cast of fifty live actors, navigate an abandoned convenience store in a train station, ride a 3D immersive thrill-ride, and arm themselves with VR weapons to hopefully survive the zombie apocalypse.

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## Rave reviews of “Train to Busan” VR thematic shows



***“We fend off zombies on the Train to Busan in Genting and scream till our ribcages hurt”***

**- ASIAONE**

***“Fans of the Train to Busan film will definitely love how immersive the experience is, making you feel like you're a character in the movie!”- GirlStyleSingapore.com***

***"All those elements, which made Train to Busan a runaway cinematic success, have been carefully transitioned into a unique, one-of-a-kind hyper reality experience at the Train To Busan Horror House experience."- Cleffairy.com***

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### **About Vividthree Holdings Ltd.**

Established in 2006, Vividthree is a virtual reality (VR), visual effects (VFX) and computer-generated imagery studio that develops and creates digital intellectual property assets that primarily consists of storylines with accompanying characters and visual elements. Vividthree develops and/or acquires digital intellectual property assets to produce virtual reality products such as thematic tour shows including Train to Busan.

Vividthree has a network presence in Singapore and Malaysia, focusing primarily on two business segments, namely, Post-production and Content Production.

In 2015, Vividthree Productions Pte. Ltd., which is now a subsidiary of the Company, was acquired by mm2 Asia Ltd. (SGX: 1B0), a producer of films, TV and online content. Vividthree Holdings Ltd. (SGX: OMK) debuted on the Catalist board in September 2018.

<https://www.vividthreeholdings.com/>

### **About Contents Panda**

Contents Panda is Next Entertainment World’s international business and ancillary rights division. Its international sales division was founded in 2015, pitching top-notch films presented by NEW, Contents Panda and others. Contents Panda also has an acquisition team that distributes ancillary products and invests in various entertainment products. Each year, Contents Panda tries to widen the spectrum of business markets and develop new models for the platform.

## **About Next Entertainment World (NEW)**

Next Entertainment World (NEW) started out as a film investment and domestic distribution company in 2008. Since its foundation, NEW has successfully expanded its businesses to film, TV drama, music, theatre, sports and performance. Taking a lead in the Korean entertainment industry, NEW continues to develop creative and original contents with commercial and artistic values. With its consistent accomplishments, NEW successfully debuted in the stock market in 2014. For more information, please visit [www.its-new.co.kr](http://www.its-new.co.kr).

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