



IMMEDIATE RELEASE

Vividthree Signs Memorandum of Understanding (MOU) to Invest in PR Firm, Elliot & Co.

- **Vividthree will be acquiring an interest of up to 51% stake in Elliot & Co.**
- **The investment in Elliot & Co. is part of Vividthree’s intention to increase its reach and capabilities across a greater breadth of services**

Singapore, 15 December 2022 - Vividthree Holdings Ltd. (SGX: OMK) (“Vividthree”, the “Company”, or together with its subsidiaries, the “Group”), a diversified entertainment company specialising in the production of immersive experiences with mixed technologies, announced today that it has entered into a Memorandum of Understanding (“**MOU**”) with Prospr Consulting Pte. Ltd. (“**Elliot & Co.**”) to acquire an interest of up to 51% stake in Elliot & Co.

The acquisition presents a sizable opportunity for Vividthree to tap into Elliot & Co.’s extensive network to grow its Post-Production business. With Vividthree’s technological expertise in content production, the acquisition will open new doors for cross-selling opportunities and provide a more holistic suite of value propositions. Vividthree’s investment in Elliot & Co. will be funded through the Group’s internal resources and/or potential fund-raising exercises (If required).

Elliot & Co. is ranked by Fun Empire as one of the top 10 public relations firms serving start-ups and small-medium businesses. Since its inception in 2017, Elliot & Co. has grown to establish offices in Singapore, Malaysia, and Indonesia. ¹

Elliot & Co. was incorporated in Singapore by Jeremy Foo in 2016, a veteran in the public relations industry, and is supported by a team of diverse and experienced communications professionals based all over Southeast Asia. Previously known as Prospr Consulting, the company was

¹ [10 Best PR Agencies in Singapore \[2022\] - FunEmpire \(thefunempire.com\)](https://www.thefunempire.com/10-best-pr-agencies-in-singapore-2022/)

rebranded to Elliot & Co. in 2020. Over the last five years, Jeremy has led Elliot & Co.'s meteoric rise in the public relations scene, quickly establishing offices across 3 different markets. ²With a long-term strategy to expand Vividthree's service offerings across a breadth of complementary industries, this MOU marks a first step in that direction as Vividthree prepares for the future.

Chief Executive Officer of Vividthree, Mr Jonathan Zhang, said, ***"It has been a part of our growth strategy to increase our footprint across multiple industries that are synergistic to the core business of Vividthree. The MOU reaffirms our commitment to expand the breadth of our own capabilities, leveraging on Elliot & Co.'s network and expertise to enter new markets and connect with new opportunities. We are looking forward to partner with Jeremy and his brilliant team to make waves in the Singapore and beyond."***

Founder of Elliot & Co., Mr Jeremy Foo, said, ***"It is an exciting time for Elliot & Co. as this announcement heralds a new playing field of opportunity. Vividthree's expertise will be invaluable to us as we seek to establish ourselves as a leader in our industry. Despite the economic uncertainties that lie ahead of us, we feel positively optimistic that the best is yet to come."***

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About Vividthree Holdings Ltd.

Headquartered in Singapore with subsidiaries in Malaysia and China, Vividthree Holdings Ltd. specialises in Visual Effects ("VFX"), animation and Virtual Reality ("VR") for content creation and services across the Digital Entertainment and Out-of-Home Entertainment sectors, as well as collaborations in Meetings, Incentives, Conferences, Exhibitions ("MICE") projects.

Since its establishment in 2006, Vividthree has secured its position as Singapore's leading 3D animation and VFX studio with its multi-award-winning track record. In 2017, the Company expanded into the immersive media space with virtual reality (VR) and augmented reality (AR) capabilities. The Vividthree brand of excellence can be found in many works, including Singapore's box-office breaking trilogy Ah Boys to Men, SG50 Future of Us Exhibition, NS50 Home Team parade and Train to Busan VR Tour show.

² [Know More About Our Singapore PR Consultancy Firm - Elliot & Co \(elliotco.sg\)](http://www.elliotco.sg)

Vividthree has secured the exclusive rights to develop a VR tour show for Peninsula, the sequel to the 2016 Korean box office hit, Train to Busan, as well as acquired the intellectual property rights to the popular web comic, Silent Horror.

Vividthree is a subsidiary of SGX Mainboard-listed mm2 Asia Ltd. (SGX Stock Code: 1B0), producer of film, television and online content. In September 2018, Vividthree debuted on the SGX Catalyst board (SGX Stock Code: OMK)

For more information on Vividthree Holdings: <https://www.vividthreeholdings.com>

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