



mm2 Asia Ltd.

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Press Release

UnUsUaL Secures Interest from Three Pre-IPO

**Investors: SPH, Apex Capital Group
and Maxi-Harvest Group**

- 1. *Pre-IPO Investors for various strategic reasons***
- 2. *Investors will subscribe for new ordinary shares in UnUsUaL amounting to total aggregate of S\$3,000,000***

SINGAPORE, 18 November 2016 – mm2 Asia Ltd. (“mm2 Asia”, “mm2 全亚影视娱乐有限公司” or collectively with its subsidiaries, the “Group”), is pleased to announce that its subsidiary, UnUsUaL Pte Ltd (“UnUsUaL”) has entered into a binding term sheet (“Term Sheet”) with the Pre-IPO investors, namely, SPH (“SPH”), Apex Capital Group Pte Ltd. (“Apex Capital”) and Maxi-Harvest Group Pte. Ltd. (“Maxi-Harvest”).

Under the binding Term Sheet, the three Pre-IPO Investors will be subscribing for a convertible note each for a term of two years, with a mandatory conversion into ordinary shares of UnUsUaL upon its listing on the Singapore Exchange (SGX) at a discount of 15% to the IPO price of the shares based on the Company’s valuation, subject to the terms of definitive agreements to be signed by the parties.

Each Pre-IPO Investor shall invest S\$1 million (“Subscription Amount”), amounting to S\$3,000,000 for the three investors.

mm2 Asia CEO, Mr Melvin Ang (洪伟才) comments: "We are very pleased with the offering which positions us very well strategically. SPH is Asia's leading media organisation with a strong presence in the region. This will strengthen UnUsUaL's promotional activities in concerts and other activities as well as a valuable partner to mm2's businesses. We are also grateful to have supportive potential shareholders like Apex Capital and Maxi-Harvest taking up the Pre-IPO investment in UnUsUaL. This means that our management, the people who invest in us and the businesses in which we invest are drawn together into a partnership by mutual confidence and a strong desire to be successful together."

Mr Anthony Tan, Deputy CEO of SPH, said: "As a leading media content provider, we are pleased to have an opportunity to partner UnUsUaL Group of Companies, a key player in the Singapore entertainment scene. Besides creating new business opportunities for SPH, the proposed partnership will also help to raise the profile of our multiple media platforms, enable us to forge stronger ties with our existing readers and customers, and extend our reach to a wider audience."

Director and CEO of UnUsUaL Entertainment, Mr Leslie Ong, said: "We are humbled by the strong interest shown by SPH, Maxi-Harvest and Apex Capital in becoming the Pre-IPO investors of UnUsUaL. Their participation is imperative to us. This will enable us to tap on SPH's network in the region to promote concerts organised by us. Both Apex Capital and Maxi-Harvest are reputable in the investment community which is fundamentally important too."

Note to media: Please read this press release in conjunction with the Company's announcement released on the SGXnet on the same date.

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 further strengthened its competitive advantage through acquiring a majority stake in local 3D animation company, Vividthree Productions, and event and concert production company, UnUsUaL Group of Companies. The Group also established its own cinema chain, mmCineplexes, through the ownership of five cineplexes in Malaysia.

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 over 50 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: 1B0), becoming the first Singapore film production company to achieve this.

For more information, please visit www.mm2asia.com.

About UnUsUaL Group of Companies

The UnUsUaL Group of Companies ("UnUsUaL"), previously known only as UnUsUaL Productions, was incorporated in 1997. It started off as a sound, stage and lighting equipment rental business and has since grown to become one of the leading names in event and concert production. It is also a proud partner of the Singapore Grand Prix. Its dominance in audio and lighting design, as well as its ability to deliver a total technical production package that has seen the company successfully penetrating the arts and drama scene, in addition to organizing world-class events and concerts such as well-known Hong Kong and Taiwanese artists such as Andy Lau, Jacky Cheung, A-mei (Zhang Hui Mei), Sammi Cheng, and the late Anita Mui. UnUsUaL has also gone regional and promoted their shows in Malaysia, China, Hong Kong and Macau. Since then, the UnUsUaL Group of Companies has taken the opportunity to expand its operations and is now home to UnUsUaL Productions, UnUsUaL Entertainment and UnUsUaL Development.

About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms, ranging from print, digital, radio and out-of-home media.

SPH owns award-winning newspapers, magazines and best-selling books in both print and digital editions, as well as online classified businesses in the region. In addition, SPH has two English radio stations and one Chinese radio station, an out-of-home digital advertising unit, a regional events and conferences arm, and runs a chain of modern retail convenience stores. SPH also has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall. SPH's latest retail development is The Seletar Mall located in Sengkang.

For more information, please visit www.sph.com.sg

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This document has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document.

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