

**MM2 ASIA LTD.**  
(Incorporated in Singapore)  
(Registration No. 201424372N)

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**THE VOICE (SINGAPORE / MALAYSIA)**

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The Board of Directors of mm2 Asia Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that our subsidiaries, MM2 Entertainment Pte. Ltd. and MM2 Entertainment Sdn. Bhd., have entered into a non-binding Memorandum of Understanding with StarHub Cable Vision Ltd. (“**StarHub**”) and Astro Malaysia Holdings Berhad (“**Astro**”) respectively, who are coming in as partners to collaborate on the broadcast, promotion and the securing of sponsorships in *The Voice (Singapore / Malaysia)* (“**The Voice**”).

StarHub intends to invest and sponsor in the Singapore segment, whereas Astro intends to invest in the Malaysia segment. To ensure success of the inaugural The Voice, both Starhub and Astro are also strongly committed towards the promotion of The Voice in their respective regions. The total cost for The Voice is estimated to be around S\$5.0 million.

First aired in The Netherlands in 2010, The Voice is currently being watched on every continent, attracting more than 500 million viewers. It has over 55 million Facebook fans and more than 10 million Twitter followers. The Voice and The Voice Kids have close to 8 billion YouTube views and over 12 million subscribers worldwide.

**By Order of the Board**

Melvin Ang Wee Chye  
Executive Chairman, Chief Executive Officer and Executive Director  
29 March 2017

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*This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor, Hong Leong Finance Limited (the “**Sponsor**”), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”). The Sponsor has not independently verified the contents of this announcement.*

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

*The contact person for the sponsor is Mr. Tang Yeng Yuen, Vice President, Head of Corporate Finance, at 16 Raffles Quay, #40-01A Hong Leong Building, Singapore 048581. Telephone (65) 64159886.*