



Press Release

mm2 to Launch Video Streaming Service 'mPlay Asia' in Asia



SINGAPORE, 27 Nov 2019 – mm2 Asia Ltd. (“mm2 Asia”, “mm2 全亚影视娱乐有限公司” or collectively with its subsidiaries, the “**Group**”), today is pleased to announce its wholly-owned subsidiary, mm2 Entertainment’s latest venture into content streaming services with the debut of mPlay Asia (“**mPlay**”), slated to launch in April 2020 in key Chinese-speaking markets – Singapore, Malaysia, Taiwan and Hong Kong.

mPlay is a free-to-use video streaming platform that features quality Chinese-language short-form content. mPlay targets young urban professionals who seek fun and informative videos that fit with their fast-paced and flexible consumption habits. Fresh, original and curated videos, between 3-5mins in duration, will be uploaded weekly for live streaming and video on demand viewing. The short-form format is designed especially for mobile streaming and allows users extreme flexibility to enjoy the content at their convenience. mPlay’s launch will focus on key Chinese-speaking markets including Singapore, Malaysia, Taiwan and Hong Kong that have an addressable audience size of over 40 million.

Chief Executive Officer of mm2 Asia, Mr Chang Long Jong (章能容), commented, ***“We are extremely excited about the huge potential of mPlay Asia to engage audiences. The demand for quality online Chinese content continues to grow exponentially. We aim to build a platform that is dedicated to providing short video clips with high production values that appeal strongly to our audiences in the region.”***



One of the key features of the mPlay brand is the concept of ‘Comparative Content’. Audiences in the four key markets share many commonalities culturally, socially and behaviourally; yet there are many interesting differences. By leveraging mm2’s regional production capabilities, as well as the Group’s extensive experience serving the region’s audience base, mPlay aims to produce and deliver content that celebrates the richness and diversity of people in these four markets, and introduce the mm2 brand of entertainment to a new generation of cord-cutters.

mPlay will also have live-streaming capabilities to bring events of interest ‘live’ to its viewers. Developed together with technology provider ESP xMedia, the mPlay platform will progressively develop and introduce enhanced features including personalisation, interactivity and e-commerce capabilities.

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

About mm2 Asia Ltd.

Headquartered in Singapore, mm2 Asia Ltd. champions “Content and Media for Asia”, with businesses in the production and distribution of film, TV and online content, post-production, cinema operation, event production and concert promotion in Singapore, Malaysia, Hong Kong, Taiwan, China and the U.S.

Since being listed on the SGX Catalist in December 2014, mm2 Asia has strengthened its competitive advantage through its acquisition of a majority stake in an award-winning Singaporean 3D animation company, Vividthree Productions, and event-and-concert production company, UnUsUaL Limited (SGX stock code: 1D1). With the establishment of mmCineplexes and the acquisition of Cathay Cineplexes Pte Ltd, mm2 Asia is currently one of the key cinema operators in Malaysia and Singapore.

On 7 August 2017, mm2 Asia successfully transferred to the SGX-ST Mainboard (SGX stock code: 1B0), becoming the first Singaporean film production company to achieve this.

For more information, please visit <http://www.mm2asia.com>



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