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Cityneon inks deals for The Hunger Games, Jurassic World exhibitions

By: Stanislaus Jude Chan

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SINGAPORE (May 2): The odds, it seems, are in Cityneon Holdings' favour.

The group's wholly-owned subsidiary, Victory Hill Entertainment Group, has signed an exclusive worldwide touring exhibition license agreement with Lions Gate Exhibition for The Hunger Games: The Exhibition.

The accretive licensing agreement provides an outlet for immediate revenue streams and profits, and marks the fourth blockbuster brand intellectual property (IP) rights licence for Cityneon.

Cityneon's first three IP licenses are Marvel's Avengers S.T.A.T.I.O.N., Transformers – Autobots Alliance, and Jurassic World – The Exhibition.

The Hunger Games exhibition celebrates the blockbuster franchise with a dynamic exploration of the world of Panem, featuring more than 1,000 authentic costumes and props, immersive themed environments, and set recreations.

The licensing deal will allow Cityneon to expand the global territory of the attraction, which has already toured New York, San Francisco, Sydney, and Louisville. The agreement also provides Cityneon with a first right to produce future travelling exhibits for the studio.

The agreement is for a period of seven years, with the potential for a maximum renewal of a further seven years.

The group says the fees payable to Lionsgate under the agreement comprise both fixed and variable components, but did not disclose the value of the contract as it constitutes a "non-disclosable transaction".

"By partnering with major studio Lionsgate and adding their strong brand, The Hunger Games, Cityneon continues to successfully grow worldwide and to share immersive experiences with movie fans around the globe," says Ron Tan, Cityneon's executive chairman and group CEO.

In a separate announcement on Wednesday, Cityneon says it has into an agreement with Universal Picture to build the second set for Jurassic World – The Exhibition.

According to the group, the Jurassic World exhibition has welcomed more than a million visitors since it was first launched in Melbourne, Australia in 2016.

The exhibition has also achieved its record-high visitorship at its premiere in Paris, France in mid-April 2018.

“To enable Jurassic World: The Exhibition to reach more people around the world, we started to build the second exhibition set. We believe that the roll out of the second touring exhibition set will be another roaring success,” says Tan.

“Universal Pictures has recently announced their plans to produce another movie to the Jurassic world sequel in 2021. The timing of the movie release will augur well for both the exhibition sets,” he adds.

Shares of Cityneon last closed at \$1.05 on Monday. The company had called for a trading halt before market open on Wednesday, pending release of the announcements.

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