

Immediate Release

**Cityneon Acquires Global Rights to Jurassic World Exhibition;
Partners with Universal**



Singapore, 30 Aug 2017— Mainboard-listed Cityneon Holdings Limited (SGX:5HI) (“Cityneon”, the “Company”, “城贸控股有限公司” or collectively with its subsidiaries, the “Group”), has entered into a sale and purchase agreement to acquire 100% of JP Exhibitions, LLC (“JPE”) for US\$25 million (approximately S\$33.8 million), securing Cityneon the ability to exploit the intellectual property rights with *Jurassic World: The Exhibition*, a licensed spin-off from the blockbuster movie *Jurassic World*, in partnership with global movie titan, Universal Studios Licensing, LLC (“Universal Studios”).

Jurassic World — The Exhibition is Cityneon’s third intellectual property acquisition and association with a blockbuster movie franchise. It follows Disney’s *Marvel Avengers S.T.A.T.I.O.N.*, which was successfully launched worldwide in 7 cities across 3 continents (New York, Seoul, Paris, Las Vegas, Singapore, Beijing and Taipei), and Hasbro’s *Transformers Autobot Alliance*, scheduled to be premiered in mainland China at the end of 2017.

The acquisition comes right after Lucrum 1 Investment Limited, a consortium led by Mr. Ron Tan, Executive Chairman & Group CEO of Cityneon, procured the 52.5% shares from its previous major shareholder for about US\$85 million (approximately S\$115.2 million) in July 2017. Lucrum 1 Investment Limited now owns approximately 70% of Cityneon Holdings as the Group’s largest shareholder.



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With this latest acquisition, Cityneon brings a multi-sensory dinosaur experience to a wide audience across continents. “We are thrilled to be part of Universal Studio’s *Jurassic World* franchise, and we can’t wait to bring this immersive attraction to even more markets, around Asia and the rest of the world,” said Mr Ron Tan, Executive Chairman & Group CEO of Cityneon. “To enable *Jurassic World – The Exhibition* to reach even more people, we will begin to construct a second immersive experience set immediately.”

“Cityneon has always sought to engage audiences with rich, hands-on experiences that resonate with their interests and aspirations,” added Mr Tan. “With *Jurassic World – The Exhibition*, we affirm once again our commitment to offering all our visitors a stirring, unforgettable, interactive experience.”

“With the continued global strength of the *Jurassic World* brand, we’re devoted to bringing The Exhibition to fans worldwide and seeing their excitement to be immersed in the world of *Jurassic* dinosaurs,” said Carol Nygren, Vice President of Live Entertainment at Universal Brand Development. “We are looking forward to the continued collaboration on The Exhibition.”

Tom Zaller, Manager of JP Exhibitions and President of Imagine Exhibitions said: “I am very proud of what we have created with *Jurassic World: The Exhibition* as well as the amazing success to date. This new relationship with Cityneon offers a great promise for all parties involved; Cityneon understands the industry and has the ability to expand on the incredible success of The Exhibition.”

Featuring the closest simulation of dinosaurs ever created, The Exhibition was developed in close collaboration with renowned palaeontologist Jack Horner, who served as Paleontological Advisor on *Jurassic World*. The Exhibition is infused with interactive educational elements—inspired by the real-world science of dinosaur DNA that allowed *Jurassic World* to come to life. Visitors will travel to Isla Nublar as VIP guests to explore a towering Brachiosaurus, come face-to-face with a Velociraptor, and get a rare up-close look at the most vicious dinosaur of them all, Tyrannosaurus Rex.



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Since 2015, *Jurassic World* has awed audiences worldwide with its towering vision of prehistoric titans recreated by modern genetic science, becoming the 3rd highest-grossing film in cinema history with over US\$1.6 billion in receipts. Its success has even spurred the creation of a sequel—*Jurassic World: Fallen Kingdom* slated for release in 2018.

In *Jurassic World—The Exhibition*, visitors are promised the chance to turn the reel into the real, and get closer to these great beasts than never before. Presented as a VIP journey to Isla Nublar, the island of dinosaurs from the *Jurassic World* movie, visitors will get to encounter a wide range of dinosaurs, see places and props from the movie, and learn about the real science behind dinosaurs and palaeontology.

Since its launch in 2016, *Jurassic World—the Exhibition* has toured and experienced impressive successes in Melbourne, Australia, and Philadelphia, USA, where the exhibition has seen about **850,000** visitors through its doors in barely a year. It is expected to welcome its millionth visitors in Chicago, USA where it is now based, from May 26, 2017 to January 7, 2018.

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About Cityneon Holdings Limited

As a leading service agency, Cityneon specialises in crafting quality customer and brand experiences in the fields of Intellectual Property Rights, Interior Architecture, Events, Exhibitions and Thematic, working with governments, businesses, brands and organisations worldwide.

Cityneon is committed to high excellence, good quality, precision and creativity, and is uniquely proficient in the conceptualisation and creation of immersive attractions, theme parks and exhibitions featuring state-of-the-art technologies and immersive storytelling. Some of its past creations include the *Marvel Avengers S.T.A.T.I.O.N.* exhibition and the award-winning Sultanate of Oman National Pavilion at Expo Milano 2015, completed by Cityneon's Middle Eastern office.

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon (SGX:5HJ) has been listed on the Mainboard of the Singapore Stock Exchange since 2005, and is included in the Morgan Stanley Capital



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International, Inc (NYSE: MSCI) and MSCI Global Micro Cap Indexes—Singapore Index. Cityneon is also included in the Singapore Government’s Central Provident Fund Investment Scheme (CPFIS) that allows investors to invest in the Company via its Central Provident Fund’s (CPF) Ordinary Accounts in Singapore.

For more information, please visit www.cityneon.net.

About Victory Hill Exhibitions Pte Ltd

Victory Hill Exhibitions is an exhibition, production and distribution company that delivers engaging, educational and immersive attractions for the global market. It is the industry leader in the creating and delivery of innovative, captivating content for events, immersive attractions, interior architecture and experiential environmental spaces.

VHE builds long-term strategic relationships of trust through the delivery of some of the most remarkable, critically acclaimed exhibitions in the world to the museum and entertainment industries. With the latest in technology and the finest in storytelling skill, its events are visually fascinating, educational, and utterly entertaining, enjoyed by visitors of all walks and ages.

VHE has also established strong working partnerships with major movie studios through movie franchise exhibitions like the SBR International Business Award-winning *Marvel Avengers S.T.A.T.I.O.N.* with Disney’s Marvel Studios (New York, Seoul, Paris, Las Vegas, Singapore, Beijing and Taipei), and Hasbro’s *Transformers Autobot Alliance* experience, to be launched in China later in 2017.

Victory Hill is wholly-owned subsidiary of Cityneon Holdings Limited, a company listed on the mainboard of the Singapore Stock Exchange. For more information, please visit www.victoryhillexhibitions.com.

About Universal Studios/ Universal Brand Development

Universal Brand Development globally drives expansion of the company’s intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development’s core businesses include Consumer Products, Games and Digital Platforms, and



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Live Entertainment based on the company’s extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. Universal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

About JP Exhibition LLC

JPE is a limited liability company organised under the Utah Revised Uniform Limited Liability Company Act and incorporated in Utah in the United States of America, created to finance and present an exhibition based upon the international blockbuster *Jurassic World* motion picture franchise. It is managed by Imagine Exhibitions, MagicSpace Entertainment and Iconic Entertainment Studios, together with 3 additional members—Kilburn Live, Exhibitions International, and ENCORE B Paris.

JPE secured the rights to *Jurassic World—the Exhibition* through the assignment of a global licence between Imagine Exhibitions and Universal Licensing LLC. Since 2016, JPE has toured *Jurassic World—the Exhibition* with incredible success in Melbourne, Australia and Philadelphia, USA. It is currently on show in the Field Museum in Chicago, USA.

About Imagine Exhibitions

Imagine Exhibitions is the global resource for all aspects of exhibitions and attractions. From design to creation, placement to presentation, marketing and operations, Imagine has the experience and inspiration to bring the best possible experience to any venue. Imagine is currently producing and touring over 30 exhibitions in museums, science centers, aquariums, integrated resort properties and non-traditional venues throughout the world.

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