



CITYNEON BRINGS
AVATAR: THE EXPERIENCE
TO THE ICONIC CLOUD FOREST AT GARDENS BY THE BAY
SINGAPORE

Avatar: The Experience will debut at Cloud Forest at Gardens by the Bay welcoming guests later this year. This immersive walk-through event based on the global blockbuster film *AVATAR* is a uniquely designed collaboration between Cityneon Holdings, Disney Location-Based Experiences, and James Cameron and Jon Landau's Lightstorm Entertainment.

Mr. Ron Tan, Cityneon's Executive Chairman and Group CEO, shares, "It's an honor to present Avatar: The Experience with the support of the Singapore Tourism Board and Gardens by the Bay. We are excited to contribute to the inspiring creative culture of Singapore. The iconic Cloud Forest at Gardens by the Bay, one of Asia's most popular horticultural attractions, becomes the perfect scenic location. We look forward to welcoming guests to this carefully-curated event."

Lightstorm Entertainment's President of Franchise Development, Ms. Kathy Franklin, states, "The opening of Avatar: The Experience in Singapore is a unique opportunity to continue expanding the global reach and impact of *AVATAR*, the highest-grossing film of all time. As the first of our four *AVATAR* sequels comes to theaters this December, this is the perfect time – and the perfect place – to explore and celebrate the wonders of Pandora in an all-new way."

Set at Cloud Forest with its iconic vision of waterfalls, spiraling walkways and a unique architectural glass greenhouse, Avatar: The Experience invites guests to connect with the alien world of Pandora, its bioluminescent environments, mystical creatures, flora, and the captivating culture of its indigenous people, the Na'vi.

Mr. Felix Loh, Chief Executive Officer of Gardens by the Bay, says, "Over the years, Gardens by the Bay has emerged as a foremost icon for Singapore. Many visitors associate the aesthetic of Gardens by the Bay with the stunning environments from the film *AVATAR*. Even more remarkable is the shared appreciation for the natural world that surrounds us. This collaborative opportunity serves as a one-of-a-kind event and adds to the significance of our 10th anniversary celebrations."

Ms. Ashlynn Loo, Director, Attractions, Entertainment and Tourism Concept Development, adds, "We are thrilled that Singapore will be the debut destination for *Avatar: The Experience*. As we prepare to welcome more visitors, such innovative and immersive experiences are a timely addition to our calendar of vibrant leisure events and reinforce our destination attractiveness. The experience also demonstrates the industry's confidence in Singapore's strong fundamentals as a leisure destination and is testament to our exemplary track record in delivering high-quality experiences."

We look forward to welcoming you! Additional details will be announced soon. Sign up to be the first to know by visiting: www.AvatarTheExperience.com

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About Cityneon Holdings

Cityneon is a global leader in immersive experiences that holds global partnerships with billion-dollar studios such as The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.* and *Marvel Avengers Station: Evolution* and 20th Century Studios for *AVATAR: The Exhibition*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and Lionsgate for *The Hunger Games: The Exhibition*. Cityneon has also recently announced a partnership with Warner Bros. Themed Entertainment to produce two brand-new, unique global touring themed art experiences inspired by DC and the Wizarding World, slated to launch in 2023. The company also partners the governments of Peru and Egypt for their original artifact IP experiences, *Machu Picchu and the Golden Empires of Peru* and *Ramses the Great and the Gold of the Pharaohs* respectively. These partnerships have enabled the Group to bring compelling experiences that leave lasting memories to visitors in more than 50 cities to date globally.

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon was listed on the Mainboard of the Singapore Stock Exchange since 2005, and was privatized on February 2019 by West Knighton Limited, a company wholly owned by Cityneon's Executive Chairman and Group CEO, Ron Tan, together with Hong Kong veteran entrepreneur and investor, Johnson Ko Chun Shun. Johnson is a capital markets veteran and has held controlling interests and directorships in many listed companies. In May 2019, Cityneon welcomed CITIC Capital as a new shareholder, who holds approximately 9% shares in Cityneon. CITIC Capital is part of CITIC Group, one of China's largest conglomerates, and has over US\$29B of assets under its management across 100 funds and investment products globally. Other institutional shareholders of the Group include EDBI – a Singapore government-linked global investor, and Pavilion Capital - a Singapore-based investment institution which focuses on private equity investments, that made strategic investments to the Group in August and October 2019 respectively. In April 2021, Cityneon welcomed new investors Seatown Holdings International, Qatar's Doha Venture Capital, which will now own approximately 4% of the Group, and other financial institutions

and family offices in Singapore and China, joining the already strong stable of shareholders to support the Group's further expansion globally. For more information, please visit www.cityneongroup.com.

About Gardens by the Bay

An integral part of Singapore's "City in Nature" vision, Gardens by the Bay is a national garden and premier horticultural attraction that showcases the best of garden and floral artistry for all to enjoy. Spanning 101 hectares in the heart of Singapore's downtown Marina Bay, it comprises three waterfront gardens – Bay South, Bay East, and Bay Central. Bay South, the largest at 54 hectares, officially opened on 29 June 2012.

Guided by the vision to be a world of gardens for all to own, enjoy and cherish, the Gardens' extensive plant collection, ever-changing floral displays, and myriad of engaging programs have captured the imagination of many, while its Gift of Gardens community initiative, with Madam Halimah Yacob, President of the Republic of Singapore as Patron, reaches out to people from all walks of life.

Since opening, Gardens by the Bay has welcomed more than 80 million visitors and garnered numerous international awards including a silver for Destinations Building Back Better Post-Covid at the World Responsible Tourism Awards 2021, Best Attraction Experience at the Singapore Tourism Awards 2019, and ASEAN Sustainable Tourism Award presented by ASEAN Tourism in 2018. The Gardens continues to refresh and refine its offerings, to be a place that everyone can enjoy – a garden where wonder blooms. For more information, please visit www.gardensbythebay.com.sg

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, please visit www.stb.gov.sg or www.visitsingapore.com

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