



**AVATAR: THE EXPERIENCE IS NOW OFFICIALLY OPEN IN SINGAPORE
AN IMMERSIVE WALKTHROUGH EVENT, FIRST OF ITS KIND AT CLOUD FOREST**

*Experience the wonders of Pandora through first-of-their-kind animatronics,
state-of-the-art audio and visual experiences as well as interactive multisensory elements,
only at Avatar: The Experience*

31 October 2022 - The much-awaited immersive walkthrough event, Avatar: The Experience, officially opened on 28 October 2022, at Cloud Forest, Gardens by the Bay in Singapore. The limited-time event is inspired by the film, Avatar, the highest-grossing film globally of all-time.

Set in front of the iconic cascading waterfalls at Cloud Forest, Gardens by the Bay, the official opening ceremony was attended by Guest-of-Honour Deputy Prime Minister of the Republic of Singapore, Mr. Heng Swee Kiat and hosted by Cityneon Holdings. The event was co-hosted with Gardens by the Bay, with senior representatives from filmmakers James Cameron and Jon Landau's Lightstorm Entertainment and Disney Location-Based Entertainment also in attendance.



Guest-of-Honour, Deputy Prime Minister Mr. Heng Swee Keat was joined by these esteemed partners to officially open Avatar: The Experience at Gardens by the Bay, Singapore on 28 October 2022.

From Left to Right: Mr. Welby Altidor (Chief Creative Officer, Cityneon Group), Mr. Ethan Lin (Chief Executive Officer, Klook), Mr. Keith Tan (Chief Executive, Singapore Tourism Board), Mr. Chaly Mah (Chairman, Singapore Tourism Board), Mr. Felix Loh (Chief Executive Officer, Gardens by the Bay), Deputy Prime Minister Mr. Heng Swee Keat, Mr. Ron Tan (Executive Chairman and Group CEO, Cityneon Holdings), Ms. Kathy Franklin (President of Franchise Development, Lightstorm Entertainment), Ms. Katie Jones (Director of Marketing and Public Relations, Disney Location-Based Experiences), Mr. Marc Zachary (Vice President, Disney Location-Based Experiences).

Avatar: The Experience, set within the visually stunning iconic Cloud Forest at Gardens by the Bay, will elevate guest visits with impressive interactives and striking content throughout five different zones. Interactives include the debut of a life-size animatronic banshee with real-time reactions to guests. Additionally, guests will be introduced to a puppet baby banshee and baby viperwolf handled by expert docents providing unique photo opportunities for this event. The path continues with exciting installations throughout the venue and a first look at an artistic sculpt representation of the new marine Illu creature from the upcoming film, Avatar: The Way of Water.

Lightstorm's President of Franchise Development, Ms. Kathy Franklin said, "We are excited that this unique experience at Gardens by the Bay here in Singapore has given guests of all ages a new way to enjoy the wonders of Pandora. Setting Avatar: The Experience amongst the landscapes of Cloud Forest has created a truly immersive journey, one that was creatively inspired and made possible by a global collaboration of teams. We look forward to welcoming Avatar fans from around the world."

Executive Chairman & Group CEO of Cityneon Holdings, Mr. Ron Tan said, "It is an honour to transform one of Singapore's most iconic venues, the Cloud Forest at Gardens by the Bay, into Avatar: The Experience, the first-ever around the world. This endeavour can only be made possible with the trust and support from our collaborators at Disney Location-Based Experiences, Lightstorm Entertainment, the Singapore Tourism Board, Gardens by the Bay, and the dedicated team members from Cityneon globally."

Chief Executive Officer of Gardens by the Bay, Mr. Felix Loh said, “We are thrilled that people in Singapore will be the first in the world to enjoy Avatar: The Experience. Over the past month, our horticulturists have collaborated closely with all teams to infuse our Cloud Forest with the world of Pandora. We hope visitors are as excited as we are to be a part of this extraordinary event.”

Avatar: The Experience will take place in Cloud Forest at Gardens by the Bay from October 28, 2022 to March 31, 2023. Operating hours are from 9 am to 9 pm daily. Admission tickets to Avatar: The Experience start from \$23 and are available for sale to the public by the official ticketing partner, Klook. www.klook.com

Tickets are also available through the official venue partner, Gardens by the Bay. www.gardensbythebay.com.sg

For more information please visit: www.AvatarTheExperience.com

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#AVATARTHEEXPERIENCE

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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 with 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 Klook

Klook is the leading travel and leisure e-commerce platform for experiences and services anytime, anywhere. We curate the most joyful experiences so that users can satisfy their relentless curiosity for adventure and experiences at home and around the world. With our website and app, users can experience a world of joy, from attractions, tours to local transportation and stays. Founded in 2014, we are here to inspire and enable more moments of joy through over 490,000 activities in over 1,000 destinations. For more information, please visit www.klook.com.