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**IMMEDIATE RELEASE**

## **Vividthree Enters into MOU with Animation International to Collaborate on the development of Doraemon Immersive Experience**

**Singapore, 13 August 2019 - Vividthree Holdings Ltd. (SGX: OMK)**, a virtual reality, visual effects and computer-generated imagery production studio (“Vividthree”, the “Company” and together with its subsidiaries, the “Group”) is pleased to announce that it has entered into a Memorandum of Understanding (“MOU”) with Animation International Ltd. (“AI”), a company headquartered in Hong Kong, with more than two decades of experience in exporting and licensing Japanese animation titles and characters in Asia, the Middle East and Europe.

Under the MOU, Vividthree and AI will collaborate to develop the Doraemon Experience (“DE”) show with an immersive experience integrating the elements of virtual reality and augmented reality. The DE show is intended to be made available in Singapore within the next 12 months, followed by other regional parts of Asia.

**About Doraemon (Japan) –** it is an immensely popular Japanese manga series written and illustrated by Fujiko F. Fujio. The series has been adapted into a successful anime series and media franchise. A total of 1,345 stories was created in the original serial publication published by Shogakukan. It is one of the best-selling manga in the world, having sold over 100 million copies as at year 2015. The Doraemon franchise has had numerous licensed merchandise. In year 1999, Doraemon licensed merchandise sold ¥83.01 billion (S\$1.0 billion) in Japan, where it was the fifth highest-grossing franchise annually. To date, Doraemon is considered a Japanese cultural icon, which has become a dominant component of popular culture in Japan and referenced regularly by the spiritualists.

Chief Executive Officer of Vividthree, Mr Jed Mok commented, **“Doraemon is one of the most iconic characters around the world, and we are exhilarated to have this novel addition – Doraemon (Japan) to our immersive experience titles. This is in line with our long-term strategy to strengthen our Content Production segment. We look forward to creating the**

***Next Generation Entertainment, as we inculcate new immersive development in ‘Doraemon Experience’ show through our joint collaboration with Animation International - one of the leading Asia animation trendsetters.”***

Director of Animation International Singapore, Ms. Helena Irma commented, “***We look forward to our collaboration with Vividthree who has an established track record of avant-garde technology capabilities. We believe that our complementary strengths will allow the DE show to provide consumers a brand new immersive experience in the region, which we mutually envisioned as the next breakthrough.***”

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#### **About Vividthree Holdings Ltd.**

Established in 2006, Vividthree is a virtual reality (VR), visual effects (VFX) and computer-generated imagery studio that develops and creates digital intellectual property assets that primarily consists of storylines with accompanying characters and visual elements. Vividthree develops and/or acquires digital intellectual property assets to produce virtual reality products such as thematic tour shows, such as the recently announced Train to Busan.

Vividthree has a network presence in Singapore and Malaysia, focusing primarily on two business segments, namely, Post-Production and Content Production.

In 2015, Vividthree Productions Pte. Ltd., which is now a subsidiary of the Company, was acquired by mm2 Asia Ltd., a Singapore based, SGX Mainboard-listed producer of films, TV and online content.

<https://www.vividthreeholdings.com/>

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This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, Hong Leong Finance Limited (the "Sponsor") for compliance with the relevant rules of the SGX-ST.

This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release, including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Mr Tang Yeng Yuen, Vice President, Head of Corporate Finance, at 16 Raffles Quay, #01-05 Hong Leong Building, Singapore 048581, Telephone: 6415 9886.

## **Investor Relations Contact**

**Emily Choo**

**Mobile: +65 9734 6565**

**Email: [emily@gem-comm.com](mailto:emily@gem-comm.com)**

## **Disclaimer**

The information in this news release is substantially based on information found in the offer document dated 17 September 2018 ("Offer Document") that has been lodged with and registered by the SGX-ST acting as agent on behalf of the Monetary Authority of Singapore.

This news release does not purport to be complete and is qualified in its entirety by, and should be read in conjunction with, the full text of the Offer Document, including but not limited to the "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" sections of the Offer Document.

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