



## PRESS RELEASE

For Immediate Release

# Lionsgate Signs Multi-Year Licensing Deal With Cityneon for The Hunger Games: The Exhibition

*Blockbuster Entertainment Attractions Continue to be the Driving Force in Expansion for  
the Cutting-edge Global Brand*

SINGAPORE, 02 MAY 2018 - Mainboard-listed Cityneon Holdings Limited (SGX:5HJ) (“Cityneon”, the “Company”, “城贸控股有限公司” /collectively with its subsidiaries, the “Group”) is pleased to announce that the Group signs a multi-year licensing deal with Lionsgate for *The Hunger Games: The Exhibition*.

Continuing its mission to expand blockbuster exhibitions globally, Victory Hill Entertainment (VHE), a wholly-owned subsidiary of Cityneon, has inked a deal with global content leader Lionsgate to acquire the licensing rights to *The Hunger Games: The Exhibition*. The accretive licensing agreement provides an outlet for immediate revenue streams and profits, and marks the fourth blockbuster brand IP for Cityneon, the worldwide leader in immersive exhibitions.

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

*“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.” said Executive Chairman & Group CEO of Cityneon, Ron Tan.*

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*The Hunger Games: The Exhibition* celebrates the blockbuster The Hunger Games franchise and Katniss's epic journey like never before. This dynamic exploration of the art, science, pageantry, and history of the world of Panem features more than 1,000 authentic costumes and props, immersive themed environments, and set recreations that highlight the technological wizardry and amazing artistry that brought this world to life. High-tech, hands-on interactives let you dive into exciting behind-the-scenes content, engage deeply with the world of the films, and discover a whole new side of the stories that took the world by storm.

**## END ##**

### **About Cityneon Holdings Limited**

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

Cityneon is committed to high excellence, good quality, precision and creativity, and is uniquely proficient in the conceptualization and creation of immersive attractions, theme parks and exhibitions featuring state-of-the-art technologies and immersive storytelling.

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon (5HJ.SI) has been listed on the Mainboard of the Singapore Stock Exchange since 2005, and is included in the Morgan Stanley Capital International, Inc (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](http://www.cityneon.net).

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### **About Lionsgate**

The first major new studio in decades, Lionsgate is a global content platform whose films, television series, digital products and linear and over-the-top platforms reach next generation audiences around the world. In addition to its filmed entertainment leadership, Lionsgate content drives a growing presence in interactive and location-based entertainment, gaming, virtual reality and other new entertainment technologies. Lionsgate's content initiatives are backed by a 16,000-title film and television library and delivered through a global licensing infrastructure. The Lionsgate brand is synonymous with original, daring and ground-breaking content created with special emphasis on the evolving patterns and diverse composition of the Company's worldwide consumer base.

### **About Victory Hill Exhibitions**

Victory Hill Exhibitions is a global exhibition Production and Distribution company that uses the latest technological capabilities and storytelling techniques to deliver engaging, educational, and immersive attractions for visitors of all ages. The company is the industry leader in creating innovative and captivating content for events, immersive attractions, interior architecture, and experiential environmental spaces. With a focus on developing long term trusted and strategic relationships, Victory Hill Exhibitions delivers some of the most renowned and critically acclaimed exhibitions to the museum and entertainment industries. Victory Hill Exhibitions is a 100 percent subsidiary of a mainboard company with the Singapore Stock Exchange, Cityneon Holdings Limited. For more information, please visit [www.victoryhillexhibitions.com](http://www.victoryhillexhibitions.com).

For more information, please visit [www.cityneon.net](http://www.cityneon.net).

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