

# spackmanentertainmentgroup

## SPACKMAN ENTERTAINMENT GROUP ASSOCIATE'S DELMEDIA SIGNS US\$3.6 MILLION PRODUCTION CONTRACT FOR CHINESE REALITY SERIES TO BE AIRED ON CHINA'S CCTV

- *First time a Korean production company is engaged for a Chinese reality series to be aired on stated-owned network CCTV*
- *Heart-warming 7-episode family reality series is expected to be aired on the first day of Lunar New Year 2016*

**Singapore, 7 December 2015** – Spackman Entertainment Group Limited (“**Spackman Entertainment Group**” or the “**Company**” and together with its subsidiaries, the “**Group**”), announced that Delmedia Co., Ltd. (“**Delmedia**”), a subsidiary of its associated company Spackman Media Group Pte. Ltd. (“**Spackman Media Group**”), has entered into a programme agreement (the “**Agreement**”) with Fengcan (Beijing) Culture Media Limited (峰灿(北京)文化传媒有限公司) (“**Fengcan**”), to produce a reality show series entitled *THE BEST GIFT* (最好的礼物) to be aired on state-owned network channel CCTV-4.

The production budget for the series is RMB 23 million (or approximately US\$3.6 million). Pursuant to the Agreement, Fengcan has agreed to invest 90% of the total production budget with the remaining to be funded by Delmedia. Delmedia will be responsible for the entire production process of the programme, which shall include production planning, filming, and post-production editing. Profits, after deducting all relevant expenses, from *THE BEST GIFT* will be split equally between Delmedia and Fengcan.

*THE BEST GIFT* is a heart-warming 7-episode family reality series, and is expected to premiere at prime time on the first day of the Lunar New Year, 8 February 2016, on Chinese international channel, CCTV-4. This is the first time a Korean production company is engaged to produce a Chinese reality series for CCTV.

Mr. Charles Spackman, Executive Chairman of Spackman Entertainment Group said, “Delmedia has an extensive track record for producing unscripted entertainment content in Korea. While it will continue to produce top-rated Korean programs, we believe its future lies in the broadening of its geographical reach starting with this foreign production. We have seen a continued growing demand for “Korean-style” entertainment content throughout Asia. To capitalise on this trend, we will continue to seek opportunities to directly produce foreign language entertainment content in overseas markets, especially China.”

Mr. Ahn Chan-il, Chief Executive Officer of Delmedia commented, “We are pleased to have finalised this milestone agreement with our Chinese partner. Delmedia has spent over a year working towards this goal of producing local unscripted shows in China. We look forward to our partnership with Fengcan for this project and to future opportunities for collaboration as well. Delmedia is currently also preparing to produce

a music competition programme in collaboration with a well-known Chinese talent agency.”

Mr. Ahn added, “*THE BEST GIFT* aims to renew and strengthen the true meaning of family for its viewers. With an increasing number of young Chinese working away from home, we believe the show will touch the hearts of many.”

The 10% of the production budget will be funded by internal resources of Spackman Media Group and the Agreement is expected to have a positive financial impact on the net tangible assets per share and earnings per share of the Group for the current financial year ending 31 December 2015.

None of the directors or controlling shareholders or substantial shareholders has any interest, direct or indirect, in the above matter other than through their shareholding interests in the Company.

### **About Spackman Entertainment Group Limited**

Spackman Entertainment Group Limited (“**SEGL**”), and together with its subsidiaries, (the “**Group**”) is a leading entertainment production company that is primarily engaged in the independent development, production, presentation, and financing of theatrical motion pictures in Korea. In addition to our film business, we also make investments into entertainment companies and film funds that can financially and strategically complement our existing core operations: we own one of Korea’s leading talent management agencies, UAA Korea Co., Ltd., which represents Hallyu stars Song Hye-kyo (*THE CROSSING; MY BRILLIANT LIFE; THE GRANDMASTER; HWANG JIN YI; THE QUEENS*), Yoo Ah-in (*VETERAN; THE THRONE; THREAD OF LIES*), and Gang Dong-won (*THE PRIESTS; MY BRILLIANT LIFE; HAUNTERS; WOACHI*); operate a café-lounge called Upper West, in the Gangnam district of Seoul; own a professional photography studio, noon pictures Co., Ltd.; and produce documentary programmes for broadcast and cable TV through Film Auteur Co., Ltd. SEGL is listed on the Catalist of the Singapore Exchange Securities Trading Limited under the ticker 40E.

Our three motion picture production and financing subsidiaries, namely, Zip Cinema Co., Ltd. (“**Zip Cinema**”), Opus Pictures Limited Liability Company (“**Opus Pictures**”), and Novus Mediacorp Co., Ltd. (“**Novus Mediacorp**”) are three of the most recognized film production labels in Korea, and have originated, produced, and financed some of Korea’s most commercially successful theatrical films for the past 8 years. Our films are theatrically distributed and released in Korea and overseas markets, as well as for subsequent post-theatrical worldwide release in other forms of media, including cable TV, broadcast TV, IPTV, video-on-demand, and home video/DVD, etc. We release all of our motion pictures into wide-theatrical exhibition initially in Korea, and then in overseas and ancillary markets.

Zip Cinema and Opus Pictures have produced/presented and released a total of 20 theatrical motion pictures since their incorporation, the majority of which were profitable and some of which were among the top grossing films in Korea in recent years. Recent theatrical releases of our motion pictures include some of Korea's highest grossing and award-winning films such as *THE PRIESTS* (2015), *SNOWPIERCER* (2013-2014), *COLD EYES* (2013), and *ALL ABOUT MY WIFE* (2012). In addition, for the past 5 years, Novus Mediacorp was the investor, presenter, and/or ancillary distributor for a total of 55 films (36 Korean and 19 foreign) including *SECRETLY, GREATLY*, which was one of the biggest box office hits of 2013 starring Kim Soo-hyun of *MY LOVE FROM THE STARS* fame, as well as *FRIEND 2: THE GREAT LEGACY*. In 2012, Novus was also the ancillary distributor of *ALL ABOUT MY WIFE*, a top-grossing romantic comedy produced by Zip Cinema.

The Group is a strategic shareholder of Spackman Media Group Pte. Ltd. ("**Spackman Media Group**"), an associated company of SEGL. Spackman Media Group owns a 99% interest in Delmedia Co., Ltd. ("**Delmedia**"), a leading variety show and unscripted entertainment program production company, which has produced some of Korea's most popular series such as *I AM A SINGER* (MBC), *INFINITE GIRLS* (MBC EVERY1) and *STAR AUDITION: THE GREAT BIRTH* (MBC). Since its founding in November 2003, Delmedia has produced more than 120 variety shows/unscripted entertainment programs, TV dramas and documentaries.

Spackman Media Group also owns a 51.0% majority stake in Breakfastfilm Co., Ltd. ("**Breakfastfilm**"), a leading marketing and media company that specializes in the production of TV/new media commercials and K-pop music videos in Korea. Founded in 2004, Breakfastfilm has produced some of Korea's most well-known TV commercials for major multinational clients such as Samsung, Hyundai Motors, LG, Coca-Cola, McDonald's, Adidas as well as other major Korean corporate brands. Moreover, as a leading producer of K-pop music videos, Breakfastfilm has produced many of Korea's most popular music videos including Wonder Girls' *Nobody*, Girls Generation's *Genie*, 2PM's *Without You*, Miss A's *Breathe*, Rain's *I'm Coming*, Super Junior's *Bonamana*, Shinee's *Everybody*, and JYP's *No Love No More*. ([www.breakfastfilm.com](http://www.breakfastfilm.com))

On 21 August 2015, Spackman Media Group engaged KGI Capital Limited to act as the Sole Global Coordinator, Sole Sponsor, Bookrunner and Lead Manager in respect of the proposed listing of Spackman Media Group and its affiliates, which together will form the resultant listing group subsequent to a restructuring exercise, on The Stock Exchange of Hong Kong.

## **Important Notice**

*The Company was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "SGX-ST") on 22 July 2014. The initial public offering of the Company was sponsored by PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor").*

*This news release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the SGX-ST Listing Manual Section B: Rules of Catalist. The Sponsor has not verified the contents of this news release.*

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

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