



Cityneon Holdings Limited
Cityneon Design Centre
84 Genting Lane #06-01
Singapore 349584
Tel: (65) 6571 6338
Fax: (65) 6749 3633
Registration No: 199903628E

Immediate Release

Cityneon's Avengers S.T.A.T.I.O.N. opening in Melbourne, March 2018

SINGAPORE, 23 October 2017 – Mainboard-listed Cityneon Holdings Limited (SGX:5HJ) (“Cityneon”, the “Company”, “城贸控股有限公司” or collectively with its subsidiaries, the “Group”), is pleased to share that today the Minister for Tourism and Major Events- Victorian Government, The Hon. John Eren MP; The Walt Disney Company Australia/New Zealand Managing Director, Kylie Watson-Wheeler; and Federation Square Chair, Deborah Beale, will announce the arrival of Australia’s first Marvel’s Avengers S.T.A.T.I.O.N. experience, to be located in Melbourne’s Federation Square.

Avengers S.T.A.T.I.O.N has toured worldwide to ***New York, Seoul, Paris, Las Vegas, Singapore, Beijing, Taipei and Chong Qing;***

A world class immersive experience steeped in the Marvel Cinematic Universe, the exhibition integrates science and modern technology with movie based props. Visitors will have the opportunity to explore an extensive range of Avengers operation equipment such as Captain America’s uniform and shield, Iron Man’s MK 45 suit, The Hulkbuster suit and Thor’s mighty hammer. An acronym for Science Training and Tactical Intelligence Operative Network, visitors will able to simulate recruitment as if they were training as agents of the movies' secret agency, S.H.I.E.L.D.

Your mission: To delve into the history, science, engineering, genetics, technology and profiles of Captain America, Hulk, Thor and Iron Man and more.

Minister for Tourism and Major Events, The Hon. John Eren MP says, “*We’re proud to host the first ever large-scale Marvel event right here in Victoria.*”

“Marvel fans won’t be the only ones delighted with this announcement, which is expected to attract hundreds of thousands of visitors, supporting jobs and boosting our visitor economy.”



Cityneon Holdings Limited
Cityneon Design Centre
84 Genting Lane #06-01
Singapore 349584
Tel: (65) 6571 6338
Fax: (65) 6749 3633
Registration No: 199903628E

Federation Square Chair, Deborah Beale says, *“We are thrilled to welcome Marvel’s Avengers S.T.A.T.I.O.N to Fed Square – Melbourne’s iconic meeting place.”*

Managing Director, The Walt Disney Company Australia and New Zealand, Kylie Watson-Wheeler says *“Building on the success of this first-class event from iconic cities around the world, we’re thrilled to bring this truly compelling Marvel experience to Melbourne.”*

“Marvel continues to inspire generations through action, heroism, characters and storytelling, and Avengers S.T.A.T.I.O.N. will provide Australian fans with a unique opportunity to immerse themselves in Marvel Cinematic Universe.”

Mr. Ron Tan, Executive Chairman & Group CEO of Singapore’s public-listed Cityneon Holdings, the owner of VHE – the developer of the experience, remarked: *“This marks the first time Avengers S.T.A.T.I.O.N. lands in Australia after successful premieres in 8 different cities in different parts of the world. We are thrilled to partner with The Walt Disney Company Australia/ New Zealand to bring this to Marvel fans in Australia next year.”*

A super-powered dose of science and technology has been provided by NASA to enhance the authenticity of the experience and pique visitors’ interest in real-world science and technology. With comprehensive educational materials available for teachers, plus supporting materials created by the Science Teachers Association of Victoria, this is a thrilling learning experience for high school kids to follow STEM pathways by amplifying the scientific themes and characters that are core to Marvel’s storytelling.

The experience has been hugely successful in New York, Seoul, Paris and Las Vegas; where it has since been established as a permanent attraction. In 2017 Marvel broke records in Brisbane with its Creating the Cinematic Universe exhibition that ran for three-months and saw close to 270,000 visitors experience one of the largest displays ever presented.



Cityneon Holdings Limited
Cityneon Design Centre
84 Genting Lane #06-01
Singapore 349584
Tel: (65) 6571 6338
Fax: (65) 6749 3633
Registration No: 199903628E

Avengers S.T.A.T.I.O.N. will be a must see attraction on Melbourne's events calendar with all new features and experiences in its very own purpose built 2,500sqm structure located at The Paddock, Federation Square.

Marvel's Avengers S.T.A.T.I.O.N. opens **March 2018** for a limited time.

-ENDS-

Melbourne Assemble! Enlist Now at www.avengersstation.com.au

#marvel #avengersstation

About The Walt Disney Company:

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment, and consumer products and interactive media. The Walt Disney Company has been active in Australia since 1988 and in 1992, the first office officially opened. There are now two offices in the region – in Melbourne and Sydney – that employ more than 200 permanent staff. Today, The Walt Disney Company is one of the most active and largest foreign entertainment companies in Australia with diversified business in consumer products, publishing, mobile content, television and family entertainment programs. For more information about The Walt Disney Company please visit: <http://corporate.disney.go.com/> □

About Marvel Entertainment, LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit [www.http://www.marvel.com](http://www.marvel.com). © 2017 MARVEL



Cityneon Holdings Limited
Cityneon Design Centre
84 Genting Lane #06-01
Singapore 349584
Tel: (65) 6571 6338
Fax: (65) 6749 3633
Registration No: 199903628E

About Cityneon Holdings Limited

As a leading service agency, Cityneon specialises in crafting quality customer and brand experiences in the fields of Interior Architecture, Events, Exhibitions, Theme Parks and Intellectual Property Rights from the major studios: Marvel Avengers S.T.A.T.I.O.N exhibition, Hasbro Transformers Auto-bot Alliance and Jurassic World, The Exhibition.

Cityneon is committed to high excellence, precision and creativity, and is uniquely proficient in the conceptualisation 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 (SGX:5HJ) has been listed on the Mainboard of the Singapore Stock Exchange since 2005, and is included in the Morgan Stanley Capital International, Inc (NYSE: 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.

About Victory Hill Exhibitions Pte Ltd

Victory Hill Exhibitions is an exhibition, production and distribution company that delivers engaging, educational and immersive attractions for the global market. It is the industry leader in the creating and delivery of innovative, captivating content for events, immersive attractions, interior architecture and experiential environmental spaces.

VHE builds long-term strategic relationships of trust through the delivery of some of the most remarkable, critically acclaimed exhibitions in the world to the museum and entertainment industries. With the latest in technology and the finest in storytelling skill, its events are visually fascinating, educational, and utterly entertaining, enjoyed by visitors of all walks and ages.

VHE has also established strong working partnerships with major movie studios through movie franchise exhibitions like the SBR International Business Award-winning *Marvel Avengers*



Cityneon Holdings Limited
Cityneon Design Centre
84 Genting Lane #06-01
Singapore 349584
Tel: (65) 6571 6338
Fax: (65) 6749 3633
Registration No: 199903628E

S.T.A.T.I.O.N with Disney's Marvel Studios (New York, Seoul, Paris, Las Vegas, Singapore, Beijing, Taipei and Chong Qing), Hasbro's *Transformers Autobot Alliance* experience and Jurassic World- The Exhibition.

Victory Hill is wholly-owned subsidiary of Cityneon Holdings Ltd, a company listed on the mainboard of the Singapore Stock Exchange. For more information, please visit www.victoryhillexhibitions.com.

For investor relations and media inquiries, please contact:

Issued By : Cityneon Holdings Limited
Contact : Ms Emily Choo | Head, Corporate Development & Investor Relations
Email /Mobile : emily.choo@cityneongroup.com / (65) 9734 6565
Website : <http://cityneon.net/investor-relations/>
