

spackmanentertainmentgroup

ALIBABA PICTURES PURCHASES DISTRIBUTION RIGHTS FOR SPACKMAN ENTERTAINMENT GROUP'S SUBSIDIARY NOVUS MEDIACORP'S FILM, *LIFE RISKING ROMANCE*, IN CHINA

- *Alibaba Pictures' distribution rights cover both movie theatres and online platforms in China*

Singapore, 25 July 2016 - Spackman Entertainment Group Limited ("**Spackman Entertainment Group**") or the "**Company**" and together with its subsidiaries, the "**Group**", announced today that Alibaba Pictures Group Limited ("**Alibaba Pictures**") has purchased the rights to distribute the Group's subsidiary Novus Mediacorp Co., Ltd.'s ("**Novus Mediacorp**") film *LIFE RISKING ROMANCE* in movie theatres and online platforms in China.

LIFE RISKING ROMANCE, a romance thriller starring Ha Ji-won, Chun Jung-myung and Chen Bolin, is presented and co-produced by the Company's majority- owned subsidiary Novus Mediacorp and is set to be released in Korea in the fourth quarter of 2016.

Mr. Charles Spackman, Executive Chairman of Spackman Entertainment Group, said, "The partnership with Alibaba Pictures to distribute our film allows us to make headway in China and reach a wider audience. Previously, our films were mostly limited to theatrical releases, but leveraging an integrated platform combining both traditional theatres and the Internet will provide more exposure for the Group's film. The rise of online and mobile platforms in China will benefit our Group, and we plan to focus our efforts in delivering top quality Korean content to the Chinese market through these traditional and new channels."

LIFE RISKING ROMANCE is co-produced by Novus Mediacorp and B.A. Entertainment Co., Ltd., and is directed by Song Min-Kyu, the producer of the 2011 war film *MY WAY*.

The aforementioned sale of distribution rights to Alibaba Pictures is not expected to have a material financial impact on the net tangible assets per share and earnings per share of the Group for the current financial year ending 31 December 2016.

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

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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. SEGL is listed on the Catalist of the Singapore Exchange Securities Trading Limited under the ticker 40E.

SEGL's Zip Cinema Co., Ltd. ("**Zip Cinema**") is one of the most recognised film production labels in Korea and has originated and produced some of Korea's most commercially successful theatrical films, consecutively producing 7 profitable movies since 2009 representing an industry leading track record. Recent theatrical releases of Zip Cinema's motion pictures include some of Korea's highest grossing and award-winning films such as *THE PRIESTS* (2015), *COLD EYES* (2013), and *ALL ABOUT MY WIFE* (2012). For more information on Zip Cinema, do visit <http://zipcine.com>

SEGL also owns Novus Mediacorp Co., Ltd. ("**Novus Mediacorp**"), an 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 Mediacorp was also the ancillary distributor of *ALL ABOUT MY WIFE*, a top-grossing romantic comedy produced by Zip Cinema. For more information on Novus Mediacorp, do visit <http://novusmediacorp.com>

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.

We also operate a café-lounge called Upper West, in the Gangnam district of Seoul and own a professional photography studio, noon pictures Co., Ltd..

The Group is a strategic shareholder of Spackman Media Group Limited ("**SMGL**"). SMGL, a company incorporated in Hong Kong, together with its subsidiaries, collectively is the leading talent agency and entertainment content production company in Korea, managing over 50 artistes including some of the top names in the Korean entertainment industry. SMGL operates the talent management business through renowned agencies such as MSteam Entertainment Co., Ltd., Fiftyone K Inc., SBD Entertainment Inc., UL Entertainment Co., Ltd., and Kook Entertainment Co., Ltd.

On 30 December 2015, the Group announced a share swap agreement for the sale of its equity interest in its associated company, SMGPL, in consideration for 7,500,000 ordinary shares in the capital of Spackman Media Group Limited. On 16 May 2016, the Group announced the completion of the share swap.

For more details, do visit <http://www.spackmanentertainmentgroup.com/>

About Alibaba Pictures Group Limited

Alibaba Pictures Group Limited is listed on both The Stock Exchange of Hong Kong Limited (stock code: 1060) and the Singapore Exchange Securities Trading Limited (stock code: S91). Alibaba Pictures is the flagship unit of Alibaba Group's movie, television and other entertainment businesses. Its core businesses includes four main segments: film and television production centered on IP (intellectual property); internet-based promotion and distribution combining internet technologies and traditional off-line distribution; the building and operation of e-commerce platforms for entertainment as an extension of the Alibaba Group ecosystem and international operations that consolidate global resources, technologies and talents in order to participate in the global entertainment industry.

On 13 June 2016, Alibaba Pictures revealed a slate of 17 movies and two TV shows, including *STORMING 30 YEARS*, *ZHENG TU*, *NO OTHER LOVE*, *GE JIN TAO HUA* and *THE LEGEND OF ZU 2*.

For more details, do visit <http://www.alibabapictures.com/>

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.

The contact person for the Sponsor is Ms Keng Yeng Pheng, Associate Director, Continuing Sponsorship, at 16 Collyer Quay, #10-00 Income at Raffles, Singapore 049318, telephone (65) 6229 8088.

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