

# spackmanentertainmentgroup

## NEWS RELEASE

### ***BAD AND CRAZY*, STARRING SPACKMAN MEDIA GROUP ARTIST WI HA-JUN OF *SQUID GAME*, LEADS VIEWERSHIP RATINGS ON PREMIERE DAY IN KOREA**

- *BAD AND CRAZY*, headlined by Spackman Media Group artist Wi Ha-jun of Netflix's top show ever, *SQUID GAME*, scored first place in viewership ratings on the day of its premiere on 17 December 2021 in Korea
- Distributed by tvN and iQIYI, *BAD AND CRAZY* airs every Friday and Saturday at 22:40
- Represented by MSteam, a wholly-owned subsidiary of Spackman Media Group, Wi Ha-jun also starred in *MIDNIGHT*, which received the Best Feature Award at the 13th UK Grimmfest Film Festival

**Singapore, 20 December 2021** – Spackman Entertainment Group Limited (the “**Group**”), one of Korea’s leading entertainment production groups, wishes to announce that K-drama *BAD AND CRAZY* starring Wi Ha-jun of MSteam Entertainment Co., Ltd. (“**MSteam**”), a wholly-owned subsidiary of the Group’s associated company, Spackman Media Group Limited (“**Spackman Media Group**”), ranked first place in viewership ratings for the same time period on the day of its premiere on 17 December 2021 in Korea. *BAD AND CRAZY* recorded an average of 4.5% and a maximum of 5.8% nationwide in viewership ratings.

*BAD AND CRAZY* is directed by Yoo Seon-dong, produced by Studio Dragon and Mink Entertainment, and distributed by tvN and iQIYI. The mystery drama airs every Friday and Saturday at 22:40. It relates the story of detectives with different personalities solving various cases.

Represented by MSteam, a wholly-owned subsidiary of Spackman Media Group, Wi Ha-jun stars alongside Lee Dong-wook of *TOUCH YOUR HEART* (2019), *HELL IS OTHER PEOPLE* (2019) and *TALE OF THE NINE TAILED* (2020).

Wi Ha-jun also headlined in Korean crime thriller film *MIDNIGHT* (2021), which received the Best Feature Award at the 13th UK Grimmfest Film Festival.

Previously, Wi Ha-jun starred in the original Korean series, *SQUID GAME*, the #1 show across over 90 countries including the US and Korea on Netflix. Through his role as Hwang Jun-ho, a policeman in *SQUID GAME*, Wi Ha-jun has emerged as an internationally recognized actor.

Other than Wi Ha-jun, MSteam also represents iconic Korean actress Son Ye-jin, who starred in hit romance drama *CRASH LANDING ON YOU* (2020), and top actress Lee Min-jung, who won the Top Excellence Award at the 2020 APAN Star Awards.

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## **About Spackman Entertainment Group Limited**

Spackman Entertainment Group Limited (“**SEGL**” or the “**Company**”), and together with its subsidiaries, (the “**Group**”), founded in 2011 by Charles Spackman, is one of Korea’s leading entertainment production groups. SEGL is primarily engaged in the independent development, production, presentation, and financing of theatrical motion pictures in Korea. According to Variety, Korea was the world’s fourth largest box office market in 2019, behind only North America, China and Japan.

Since incorporation in 2011, SEGL had produced more than 30 films including a number of highest grossing and award-winning films in Korea, namely *#ALIVE* (2020), *CRAZY ROMANCE* (2019), *DEFAULT* (2018), *MASTER* (2016), *THE PRIESTS* (2015), *SNOWPIERCER* (2013), *COLD EYES* (2013) and *ALL ABOUT MY WIFE* (2012).

The Group also invests into and produces Korean television dramas. In addition to our content business, we also own equity stakes in entertainment-related 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.

### *Production Labels*

SEGL owns Novus Mediacorp Co., Ltd. (“**Novus Mediacorp**”), an investor, presenter, and/or post-theatrical distributor for a total of 79 films (58 Korean and 21 foreign) including *ROSE OF BETRAYAL*, *THE OUTLAWS* and *SECRETLY, GREATLY*, which was one of the biggest box office hits of 2013 starring Kim Soo-hyun of *MY LOVE FROM THE STARS*, as well as *FRIEND 2: THE GREAT LEGACY*. In 2012, Novus Mediacorp was also the post-theatrical rights distributor of *ALL ABOUT MY WIFE*, a top-grossing romantic comedy produced by Zip Cinema. In 2018, *THE OUTLAWS*, co-presented by Novus Mediacorp broke the all-time highest Video On Demand (“**VOD**”) sales records in Korea. For more information on Novus Mediacorp, do visit <http://novusmediacorp.com>.

The Company owns a 100% equity interest in Simplex Films Limited (“**Simplex Films**”) which is an early stage film production firm. The maiden film of Simplex Films, *JESTERS: THE GAME CHANGERS* (2019), was released in Korea on 21 August 2019. Simplex Films has several line-up of films including *HURRICANE BROTHERS* (working title).

The Company owns a 100% equity interest in Take Pictures Pte. Ltd. (“**Take Pictures**”) which produced *STONE SKIPPING* (2020) and *THE BOX* (2021), and shall release *GUARDIAN* (working title) in 2021 tentatively.

The Company owns a 100% equity interest in Greenlight Content Limited (“**Greenlight Content**”) which is mainly involved in the business of investing into dramas and movies, as well as providing consulting services for the production of

Korean content. Through the acquisition of Greenlight Content, the Group's first co-produced drama, *MY SECRET TERRIUS*, starring top Korean star, So Ji Sub, achieved #1 in drama viewership ratings for its time slot and recorded double digits for its highest viewership ratings. Greenlight Content was one of the main investors of *MY SECRET TERRIUS*.

The Company owns a 20% equity interest in The Makers Studio Co. Ltd., which plans to produce and release four upcoming films, the first of which will be *THE ISLAND OF THE GHOST'S WAIL*, a comedy horror film.

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 online streaming, 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.

### *Talent Representation*

The Company holds an effective shareholding interest of 43.88% in Spackman Media Group Limited ("**SMGL**"). SMGL, a company incorporated in Hong Kong, together with its subsidiaries, is collectively one of the largest entertainment talent agencies in Korea in terms of the number of artists under management, including some of the top names in the Korean entertainment industry. SMGL operates its talent management business through renowned agencies such as MSteam Entertainment Co., Ltd. (Son Ye-jin, Lee Min-jung, Ko Sung-hee), UAA&CO Inc. (Song Hye-kyo, Yoo Ah-in, Park Hyung-sik), Fiftyone K Inc. (So Ji Sub, Ok Taec-yeon), SBD Entertainment Inc. (Son Suk-ku), and Kook Entertainment Co., Ltd. Through these full-service talent agencies in Korea, SMGL represents and guides the professional careers of a leading roster of award-winning actors/actresses in the practice areas of motion pictures, television, commercial endorsements, and branded entertainment. SMGL leverages its unparalleled portfolio of artists as a platform to develop, produce, finance and own the highest quality of entertainment content projects, including theatrical motion pictures, variety shows and TV dramas. This platform also creates and derives opportunities for SMGL to make strategic investments in development stage businesses that can collaborate with SMGL artists. SMGL is an associated company of the Company.

The Company owns a 100% equity interest in Constellation Agency Pte. Ltd. ("**Constellation Agency**"). Constellation Agency, which owns The P Factory Co., Ltd. ("**The P Factory**") and Platform Media Group Co., Ltd. ("**PMG**"), is primarily involved in the business of overseas agency for Korean artists venturing into the overseas market. The P Factory is an innovative marketing solutions provider specializing in event and branded content production. PMG is a talent management agency which represents and manages the careers of major artists in film, television, commercial endorsements and branded entertainment.

### *Strategic Businesses*

The Company owns a 100% equity interest in Frame Pictures Co., Ltd. (“**Frame Pictures**”). Frame Pictures is a leader in the movie/drama equipment leasing business in Korea. Established in 2014, Frame Pictures has worked with over 25 top directors and provided the camera and lighting equipment some of Korea’s most notable drama and movie projects including *ITAEWON CLASS* (2020), *HOW TO BUY A FRIEND* (2020), *KIM JI-YOUNG, BORN 1982* (2019), *FOUR MEN* (2019) and *ASADAL CHRONICLES* (2019).

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.

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

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