

spackmanentertainmentgroup

NEWS RELEASE

SPACKMAN MEDIA GROUP ARTIST WI HA-JOON OF *SQUID GAME* TO APPEAR ON NBC'S *THE TONIGHT SHOW STARRING JIMMY FALLON*

- Wi Ha-joon of Spackman Media Group, Lee Jung-jae, Park Hae-soo and Jeong Ho-yeon, who headlined in highly popular Netflix original Korean series, *SQUID GAME*, invited to NBC's *THE TONIGHT SHOW STARRING JIMMY FALLON*
- *SQUID GAME* is the #1 show across 90 over countries including the US and Korea on Netflix

Singapore, 5 October 2021 – Spackman Entertainment Group Limited (“**Spackman Entertainment Group**” or the “**Company**” and together with its subsidiaries, the “**Group**”), one of Korea’s leading entertainment production groups, wishes to announce that Wi Ha-joon represented by MSteam Entertainment Co., Ltd. (“**MSteam**”), a wholly-owned subsidiary of the Group’s associated company, Spackman Media Group Limited (“**Spackman Media Group**”), stars in Netflix’s original Korean series, *SQUID GAME*. Through his role as Hwang Jun-ho, a policeman in *SQUID GAME*, Wi Ha-joon has emerged as an internationally recognized actor.

The main cast of *SQUID GAME*, Lee Jung-jae, Park Hae-soo, Jeong Ho-yeon and Wi Ha-joon, are set to appear on NBC’s *THE TONIGHT SHOW STARRING JIMMY FALLON*, a classic talk show in the United States¹. It will be broadcast on 7 October 2021 in the US.

THE TONIGHT SHOW STARRING JIMMY FALLON previously featured BTS, Black Pink and director of *PARASITE*, Bong Joon-ho.

As the #1 show across 90 over countries including the US and Korea on Netflix, *SQUID GAME* is on track to become Netflix’s biggest series of all time based on a Forbes article² and a Vulture report³ from the US.

¹‘Squid Game’ Lee Jung-jae, Park Hae-soo, Jeong Ho-yeon, Wi Ha-jun to appear on US Fallon Show, <https://entertain.naver.com/read?oid=214&aid=0001151771>, MBC, 4 October 2021

² ‘Squid Game’ Is Now The #1 Show In 90 Different Countries, <https://www.forbes.com/sites/paultassi/2021/10/03/squid-game-is-now-the-1-show-in-90-different-countries/?sh=60eeea1f4d9e>, Forbes, 3 October 2021

³ Planet *Squid Game*, <https://www.vulture.com/article/planet-squid-game-netflix-biggest-show.html>, Vulture, 30 September 2021

According to the Korea Corporate Reputation Research Institute, Wi Ha-joon of MSteam ranked 3rd place in 'Analysis of Movie Actor Brand Reputation October 2021 Big Data Analysis' which was released on 4 Oct 2021.

Other than Wi Ha-joon, 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.

- End -

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.

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’s wholly-owned 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 10 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 *CRAZY ROMANCE* (2019), *DEFAULT* (2018), *MASTER* (2016), *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 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/>

Investor & Media Contact

Spackman Entertainment Group Limited

Ms Jasmine Leong

Tel: +65 6694 4175

Email: info@spackmanentertainment.com

*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (the "**Sponsor**"), for compliance with the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") Listing Manual Section B: Rules of Catalist. The Sponsor has not independently verified the contents of this press release.*

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

The contact person for the Sponsor is Mr Mah How Soon, Registered Professional, RHT Capital Pte. Ltd., 6 Raffles Quay #24-02, Singapore 048580, sponsor@rhtgoc.com