

spackmanentertainmentgroup

NEWS RELEASE

ICONIC KOREAN ACTRESS SON YE-JIN OF SPACKMAN MEDIA GROUP, AN ASSOCIATED COMPANY OF SPACKMAN ENTERTAINMENT GROUP, SELECTED AS NEW ADVERTISING MODEL FOR PEW WATER HYDROGEN

- Son Ye-jin of Spackman Media Group, who starred in highly popular romance drama *CRASH LANDING ON YOU* (2020), endorses Pew Water Hydrogen, a hydrogenated beverage
- Son Ye-jin headlines in upcoming JTBC's new drama, *39*, which is scheduled to be aired in the first half of next year

Singapore, 10 December 2021 – Spackman Entertainment Group Limited (the “**Group**”), one of Korea’s leading entertainment production groups, wishes to announce that Son Ye-jin represented by MSteam Entertainment Co., Ltd. (“**MSteam**”), a wholly-owned subsidiary of the Group's associated company, Spackman Media Group Limited (“**Spackman Media Group**”), has been selected as the new advertising model for Pew Water Hydrogen, a hydrogenated beverage.

Pew Water Hydrogen is a premium water product made by mixing ultra-high purity hydrogen with bedrock groundwater. It can be easily purchased at convenience stores in Korea. The brand of Pew Water Hydrogen is recognized in domestic & foreign health documentaries and beauty programs, and it is well-known among local stars and social media influencers in Korea.

Son Ye-jin, who starred in highly popular romance drama *CRASH LANDING ON YOU* (2020), is one of the flagship artists of Spackman Media Group.

Previously, Son Ye-jin was the exclusive model of Skinceuticals and released a pictorial with fashion magazine Marie Claire for the first time.

Son Ye-jin stars in JTBC's new drama, *39*, which is scheduled to be aired in the first half of next year. Directed by Kim Sang-ho of *RUN ON* (2020) and written by Yoo Young-ah of *ENCOUNTER* (2018) & *KIM JI YOUNG, BORN IN 1982*, *39* is a 12-episode drama about the romance and everyday lives of three friends who are on the verge of turning 40. In the drama, Son Ye-jin takes on the role of Cha Mi-jo, a director of a dermatology clinic in Gangnam, Seoul, who grew up in a wealthy environment.

Son Ye-jin's latest tvN K-drama, *CRASH LANDING ON YOU*, achieved massive record-breaking viewership success in Korea and became a top hit in Japan, attaining #1 on Japan's Netflix for four months. The K-drama was one of the top 10 Most Watched Netflix Shows in the United States. Son Ye-jin was awarded the Hallyu Drama Best Actress Award at the 15th Seoul International Drama Awards for her role in *CRASH LANDING ON YOU*.

Her recent films include *BE WITH YOU* (2018), *THE NEGOTIATION* (2018) and *THE LAST PRINCESS* (2016), all of which were invested by the Group and/or Spackman Media Group.

In 2018, Son Ye-jin's performance in *BE WITH YOU*, which broke the all-time first week box office historical record for romance film in Korea, clinched her the Best Actress Award at the Seoul Awards. Son Ye-jin also received the Prime Minister's Commendations at the 2018 Korean Popular Culture & Arts Awards and won the Best Actress for Hallyu Dramas at the 2018 Seoul International Drama Awards, underscoring her international status as an iconic Korean actress.

Other than Son Ye-jin, MSteam also represents rising international Korean star Wi Ha-jun of Netflix's most-watched show ever, *SQUID GAME* (2021), and popular Korean actress Lee Min-jung, who won the Top Excellence Award for her role in *ONCE AGAIN* (2020).

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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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*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 Catalyst. 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.

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