

## NEWS RELEASE

**TVN'S K-DRAMA *CRASH LANDING ON YOU* STARRING KOREAN MEGASTAR SON YE-JIN OF MS TEAM, UNDER SPACKMAN MEDIA GROUP, AN ASSOCIATED COMPANY OF SPACKMAN ENTERTAINMENT GROUP, RANKED #1 ON NETFLIX IN JAPAN FOR THE THIRD WEEK IN A ROW**

- Starring Korean megastar actress Son Ye-jin of MS Team and Korean leading actor Hyun-bin, *CRASH LANDING ON YOU*, became a top hit in Japan, achieving #1 on Japan's Netflix today for the third week in a row
- Korea tvN's *CRASH LANDING ON YOU* previously set a new high of 21.7% in viewership ratings in Korea, breaking records in the history of tvN drama
- Produced by Studio Dragon, directed by Lee Jung-hyo and written by Park Ji-eun, *CRASH LANDING ON YOU* stayed in the top 10 of Netflix for 10 consecutive weeks since its recent release in February in Japan

**Singapore, 21 May 2020** – Spackman Entertainment Group Limited (“**Spackman Entertainment Group**” or the “**Company**” and together with its subsidiaries, the “**Group**”), wishes to announce that tvN's K-drama, *CRASH LANDING ON YOU*, headlined by Korea's iconic actress Son Ye-jin of MS Team Entertainment Co., Ltd. (“**MS Team**”), a wholly-owned subsidiary of the Group's associated company, Spackman Media Group Limited (“**Spackman Media Group**”), and top Korean actor Hyun-bin ranked #1 today on Netflix in Japan. The drama became a success in Japan, maintaining its top position for the third week in a row.

Produced by Studio Dragon, directed by Lee Jung-hyo and written by Park Ji-eun, *CRASH LANDING ON YOU* relates the top secret love story between a chaebol heiress (played by Son Ye-jin of MS Team), who accidentally crashed into North Korea, and a North Korean officer (played by Hyun-bin), who hides and protects her. Previously, Son Ye-jin of MS Team and Hyun-bin collaborated in the Korean crime thriller film, *NEGOTIATION* (2018) in September last year.

Recently, Son Ye-jin has been voted as the #1 Korean female celebrity on 19 May 2020 by netizens on the community portal DCInside based on a poll that ran from May 10 to May 16, and Son Ye Jin topped the list with 60% of the votes. In 2nd place was Korean actress Han Ji Min, and in 3rd place was Korean actress Song Hye Kyo of UAA & Co Inc., a subsidiary of Spackman Media Group.<sup>1</sup>

In September last year, Son Ye-jin was awarded the Best Actress for Hallyu Dramas at the 2018 Seoul International Drama Awards. Her previous K-drama *SOMETHING IN THE RAIN* received the Excellence Award for Hallyu Dramas.

<sup>1</sup>Allkpop.com, <https://www.allkpop.com/article/2020/05/son-ye-jin-voted-as-1-female-celebrity-whos-always-been-a-beauty>, 19 May 2020

Son Ye-jin was voted as the Top Female Star in the first half of 2018 in an online survey conducted by online research company, PMI, which surveyed 5,000 men and women between the age of 20 to 50 years old. In March 2018, she was ranked #1 as the top movie actor brand in Korea's brand power survey published by the Korean Business Research Institute.

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## **About Spackman Entertainment Group Limited**

Spackman Entertainment Group Limited ("**SEGL**" or the "**Company**"), and together with its subsidiaries, (the "**Group**"), one of Korea's leading entertainment production groups, is primarily engaged in the independent development, production, presentation, and financing of theatrical motion pictures in Korea. In order to diversify our revenue streams, we have expanded our business portfolio to include the production of Korean television dramas. In addition to our content 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 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* fame, 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>

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 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 MS Team Entertainment Co., Ltd., UAA & Co Inc., Fiftyone K Inc., SBD Entertainment Inc., 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 Group 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 for some of Korea’s most notable drama and movie projects including the upcoming Korean film *GIRL COPS* (2018) featuring Wi Ha-jun of SMGL and *THE GREATEST DIVORCE* (2018) starring Bae Doona of SMGL. In 2018, Frame Pictures has also won contracts to supply equipment to *FOUR MEN* (2019), *ASADAL CHRONICLES* (2019), *THE CROWNED CLOWN* (2019), *THE BEAUTY INSIDE* (2018), *HUNDRED MILLION STARS FROM THE SKY* (2018), *LOVELY HORRIBLY* (2018), *THE GUEST* (2018), historical Korean movie *MALMOI, SUITS* (2018) featuring Park Hyung-sik of SMGL, *MISTRESS* (2018), *LIFE* (2018), *LIVE* (2018) starring Lee Kwang-soo of *RUNNING MAN*, *MY MISTER* (2018) and Netflix’s first Korean original production *LOVE ALARM* (2018).

The Company owns a 100% equity interest Take Pictures Pte. Ltd. (“**Take Pictures**”) which has a line-up of several films including *STONE SKIPPING* (working title), *GUARDIAN* (working title) and the co-production with Zip Cinema for *THE PRIESTS 2*.

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.

The Company owns a 100% equity interest in Greenlight Content Limited 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.

The Company owns a 100% equity interest in Simplex Films Limited ("**Simplex Films**") which is an early stage film production firm. Simplex Films has the following films in the pipeline namely, *A BOLT FROM THE BLUE*, *IRREVOCABLE PROMISE* and *OUR SUPERSTAR K*.

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

### **Investor & Media Contact**

#### **Spackman Entertainment Group Limited**

Ms Jasmine Leong

Tel: +65 6694 4175

Email: [jasmine.leong@spackmanentertainment.com](mailto:jasmine.leong@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 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:-*

*Name: Mr Mah How Soon, Registered Professional, RHT Capital Pte. Ltd.*

*Address: 9 Raffles Place #29-01, Republic Plaza Tower 1, Singapore 048619*

*Tel: 6381 6757*