THE PLACE HOLDINGS LIMITED
(Incorporated in the Republic of Singapore)
(Company Registration No. 200107762R)

LOSS OF MAJOR CUSTOMER

1. **INTRODUCTION**

1.1. The Board of Directors (the "**Board**" or the "**Directors**") of The Place Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") refers to the Company's announcement made on 14 August 2024 in relation to the Company's Condensed Interim Financial Statements for the six months ended 30 June 2024 (the "**Results Announcement**").

1.2. Unless otherwise defined in this announcement, all capitalised terms used in this announcement have the same meanings and construction as ascribed to them in the Results Announcement.

1.3. In the Results Announcement, the Company disclosed on page 16 thereof that out of prudence, the Company did not recognise revenue in relation to the management services for the 6 months ended 30 June 2024. The management services is pursuant to a management services agreement dated 27 December 2016 entered into between, *inter alia*, its subsidiary, Beijing Vast Universe Culture Communication Co., Ltd ("**BJVU**") and Beijing Aozhong Xingye Real Estate Development Co., Ltd ("**AZXY**") for the provision of maintenance and upkeep services of AZXY's media facilities by BJVU to AZXY ("**Management Services Agreement**").

1.4. AZXY is a company in which the Chairman and the CEO of the Company hold controlling interests[1].

2. **DISCLOSURE PURSUANT TO RULE 703(4)(a), READ WITH PARAGRAPH 8(t) OF CORPORATE DISCLOSURE POLICY SET OUT IN APPENDIX 7.1 AS WELL AS PRACTICE NOTE 7.1, OF THE LISTING MANUAL OF THE SGX-ST**

2.1. Further to the Results Announcement, the Board wishes to announce that the Management Services Agreement had been renewed annually upon its expiry on 31 December 2019, and the parties thereto had engaged in continued negotiations to renew the Management Agreement for the financial year ending 31 December 2024 ("**FY2024**") since its last renewal up to 31 December 2023.

2.2. However, due to the worsening economic and business climate in the PRC which affected many businesses, including property, media and retail, both AZXY and BVJU were unable to reach a clear outcome of the commercial terms for the renewal of the Management Services Agreement for FY2024. Nevertheless, the Company had remained hopeful of a positive outcome in the negotiations given the longstanding business relationship between AZXY and BJVU.

2.3. On 15 August 2024, AZXY and BJVU concluded that no agreement can be reached and ended their negotiations. As such, the management services fees under the Management Services Agreement will not be continued, and no management fees will be payable to BJVU, for FY2024.

[1] Sun Card Limited is a wholly owned subsidiary of Aozhong Jiye Investment Holdings Limited. It is held as to 95% by Fortune Land Overseas Limited, which is in turn held as to 65% by Diamond Era Investments Limited ("**Diamond Era**") and 35% by World Globe International Holdings Limited ("**World Globe**"), which are owned by Mr Ji Zenghe and Mr Fan Xianyong, respectively. Diamond Era and World Globe are hence associates of Mr Ji and Mr Fan, respectively and considered as interested person. Accordingly, AZXY is deemed an interested person.

3. FUTURE PLANS

3.1. As the management services fees constitute the main revenue source of the Company, the failure to renew the Management Services Agreement and loss of business with AZXY will have a material impact on the financial performance of the Group for FY2024.

3.2. BJVU is currently reviewing its business strategy on advertising, marketing and public relations and will seek to increase its business development efforts to broaden its customer base.

3.3. At the same time, the Company will continue to explore opportunities and consider all available options, including entering into joint ventures or strategic collaborations, or acquisition of potential businesses and assets, in order to achieve sustainable long-term prospects for the Company and to generate value for Shareholders.

4. CAUTIONARY STATEMENT

The Company will make the relevant announcements as and when appropriate to update shareholders of material developments. Shareholders and potential investors of the Company are advised to exercise caution in trading the Company's shares. Shareholders and potential investors are advised to read this announcement and any further announcements by the Company carefully. Shareholders and potential investors should consult their stockbrokers, solicitors or other professional advisors if they have any doubts as to the actions they should take.

BY ORDER OF THE BOARD

Ji Zenghe
Executive Chairman

15 August 2024