Press Release – For Immediate Release

The Place Holdings Signs MOU to Acquire 51% of IP Rights Associated with Property Landmark, THE PLACE 世贸天阶 , and Iconic Attraction, Shimao Tianjie Sky Screen 世贸天阶梦幻天幕, in Beijing; The Two Proposed Acquisitions are Expected to Strengthen the Group's Financial Performance

- **The first acquisition relates to the intellectual Property Rights ("IP Rights") of design patent and certain trademarks that are used for the operations and management of the Sky Screen and real estate properties associated with the property landmark, THE PLACE 世贸天阶 ("THE PLACE"), in Beijing**
- **The recurring royalty income of the IP Rights are derived from the operation and management of the Shimao Tianjie Sky Screen and the usage of IP Rights in relation to the real estate properties associated with THE PLACE mall**
- **The second acquisition relates to the acquisition of certain assets and businesses relating to the Shimao Tianjie Sky Screen that are expected to generate operating revenue**
- **Shimao Tianjie Sky Screen 世贸天阶梦幻天幕 ("Shimao Tianjie Sky Screen") is one of the largest sky screens in Asia, comprising 7,500 sqm of LED lights that is located next to THE PLACE**
- **Pioneering new experiential marketing experiences, Shimao Tianjie Sky Screen continues to be a popular venue and platform for various events, advertisements and media**
- **Both the IP Rights and Shimao Tianjie Sky Screen are income-generative businesses and they are expected to strengthen the financial performance of the Group**
- **There are also various opportunities to leverage on the IP Rights and technological features of Shimao Tianjie Sky Screen to develop new business propositions related to the digital economy (such as gamification, NFTs, Metaverse) and create new revenue streams**

Singapore, 7 March 2022 – SGX mainboard-listed company, **The Place Holdings Limited ("The Place Holdings", the "Company" or "天阶控股" and together with its subsidiaries, the "Group"),** is pleased to announce that it has entered into a non-binding Memorandum of Understanding ("MOU") to acquire a 51% stake in two entities which hold the IP Rights of design patent and certain trademarks that are related to property landmark, THE PLACE, in Beijing as well as certain assets and businesses relating to the iconic attraction, Shimao Tianjie Sky Screen, in Beijing.

More information on THE PLACE and Shimao Tianjie Sky Screen can be accessed at https://www.theplacebeijing.com.

After the completion of the Proposed Acquisitions, the Group is expected to receive recurring royalty income from the licensing of the IP Rights for the use in the operation and management of Shimao Tianjie Sky Screen and the real estate properties associated with THE PLACE, which is a mixed-use development built in 2006, comprising two top-tier office buildings and a high-end shopping retail mall, located at No. 9 Guanghua Road, Chaoyang District, Beijing, the heart of Beijing's Central Business District (CBD). In addition, the Group will also generate operating revenue from the operation of the Shimao Tianjie Sky Screen.

Shimao Tianjie Sky Screen is one of the largest sky screens in Asia with 7,500 sqm of LED lights across a space of 250m long and 30m wide, offering a spectacular light show experience with high-resolution imagery and state-of-the-art, immersive sound systems as well as technological features that enable interactivity.

Pioneering new experiential marketing experiences, Shimao Tianjie Sky Screen has established a strong brand and continues to be a popular venue and platform for various events, advertisements and media.

Developed by Beijing Aozhong Xingye Real Estate Development Co., Ltd, THE PLACE and Shimao Tianjie Sky Screen have quickly become a property landmark and iconic attraction in Beijing since it was unveiled to the public in September 2007.

Both the IP Rights and Shimao Tianjie Sky Screen are income-generative businesses and the proposed acquisitions are expected to strengthen the Group's cash flow and financial performance.

With a scalable asset-light model that can be replicated across various countries, there are also various opportunities to utilise the IP Rights and technological features of Shimao Tianjie Sky Screen to potentially develop new business propositions related to the digital economy (such as gamification, NFTs, Metaverse) and create new revenue streams.

Mr Ji Zenghe (吉增和), Executive Chairman of The Place Holdings, said, *"With THE PLACE and Shimao Tianjie Sky Screen having been in operations for more than 15 years, the proposed acquisitions represent direct access to a well-known property landmark and iconic attraction that are both cash-flow generative and profitable.*

The revenue streams from both acquisitions can strengthen our financial performance and enhance our business agility to pursue new growth initiatives.

Based on the proven operating models of the underlying assets, the Group can adopt an asset-light business approach to pursue various collaborations and opportunities across various countries in Asia.

In addition, with evolving consumer behaviors in lifestyle and business activities, we believe that there are various opportunities to leverage on the IP Rights and technological features of

Shimao Tianjie Sky Screen to push the boundaries of digital innovation and develop new business propositions related to the digital economy."

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This document is to be read in conjunction with The Place Holdings' exchange filings on 7 March 2022, which can be downloaded via www.sgx.com.

About The Place Holdings Limited
(SGX Code: E27)

Listed on the Mainboard of the Singapore Exchange, The Place Holdings Limited ("The Place Holdings", the "Company" or "天阶控股" and together with its subsidiaries, the "Group"), focuses on integrating traditional businesses with omni-channel strategies and digital solutions (such as "new-retail" solutions, last mile logistics, immersive virtual reality technology, enterprise intelligent connectivity) to harness new growth opportunities in the digital economy.

The Group has established a strong business platform to create new value propositions within its 3 core business pillars:

1. Property development and property management activities
2. Cultural tourism and related "new retail" businesses
3. Integrated media-related businesses with management & operation rights

The Group is backed by the key management team of The Place Investment Group, a multi-billion PRC conglomerate that has a strong track record for its extensive business portfolio in tourism, media, property management, biomedical technology investments and international trade.

Embolden with a new business approach and forward-looking corporate culture, The Place Holdings is expanding our business presence of profitable businesses with high growth potential in Singapore and China through organic and inorganic initiatives.

For additional information, please visit www.theplaceholdings.com

Issued on behalf of The Place Holdings Limited by 8PR Asia Pte Ltd.

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