THE PLACE HOLDINGS LIMITED
(Company Registration Number: 200107762R)
(Incorporated in the Republic of Singapore)

ENTRY INTO A NON-BINDING MEMORANDUM OF UNDERSTANDING WITH STELLAR LIFESTYLE PTE LTD

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1. INTRODUCTION

The board of directors (the "**Board**" or the "**Directors**") of The Place Holdings Limited (the "**Company**" and together with its subsidiaries, the "**Group**") wishes to announce that the Company has today signed a non-binding memorandum of understanding ("**MOU**") with Stellar Lifestyle Pte Ltd ("**Stellar**"), a subsidiary of SMRT Corporation Ltd, in relation to the proposed collaboration and cooperation between the Company and Stellar in various key areas (the "**Proposed Collaboration**").

2. THE MOU

It is envisaged that the Company and Stellar will undertake the Proposed Collaboration in the following areas:

(a) Building Singapore's first Sky Screen, using smart digital technology systems to boost new business vibrancy and creating new possibilities in digital media solutions;

(b) Developing an ecosystem to enable Small & Medium Enterprises to create new business opportunities;

(c) Exploring collaboration and investment opportunities in the media, digital and advertising business within and outside Singapore.

3. NATURE OF THE MOU

The MOU is not legally binding. As at the date of this Announcement, no definitive or binding agreements have been entered into or reached by the Company in respect of the matters contemplated by the MOU. There is no assurance or certainty that such agreements will be entered into or reached or that such matters will be proceeded with.

4. DIRECTORS AND SUBSTANTIAL SHAREHOLDERS' INTEREST

None of the Directors or substantial shareholders of the Company has any interest, direct or indirect, in the MOU, other than through their respective shareholdings in the Company (if any).

5. FURTHER ANNOUNCEMENTS

The Company will make the appropriate announcement(s) in the event that there are any material developments, in compliance with the provisions of the Listing Manual of the SGX-ST.

6. TRADING CAUTION

Shareholders are advised to refrain from taking any action in respect of their securities in the Company which may be prejudicial to their interests, and to exercise caution when dealing in the securities of the Company. Shareholders are advised to read this announcement and any further announcements by the Company carefully. Shareholders and potential investors of the Company should consult their stockbrokers, bank managers, solicitors or other professional advisers if they have any doubt about the actions they should take.

By Order of the Board

Ji Zenghe
Executive Chairman
31 March 2022