Joint Press Release – For Immediate Release

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The Place Holdings and Stellar Lifestyle Enters Into a Collaboration Agreement to Develop "L.I.F.E" Omni-Channel Ecosystem to Improve Commuters' and Communities' Lifestyle Experiences and Enhance SMEs' Capabilities within Singapore's Digital Economy; The Place Holdings to Invest S$200 Million Towards the "L.I.F.E" Omni-Channel Ecosystem, a Key Highlight will be Singapore's First Sky Screen Attraction with Technology Infrastructure that Aligns with Singapore's Vision for a Smart Nation

- **The "L.I.F.E" omni-channel ecosystem stands for Logistics, Immersive, Futuristic and E-Commerce and The Place Holdings will invest approximately S$200 million in this ecosystem**

- **As part of the four key foundation blocks of the "L.I.F.E" omni-channel ecosystem, both firms will spearhead Singapore's first Sky Screen attraction, a suspended 200 meters long video screen that is an enhanced version of Beijing's iconic spectacle, The Place Sky Screen, as a catalyst for new tourism and retail experiences in Singapore**

- **Aligned with Singapore's vision for a Smart Nation, both companies aim to develop a digital platform with technology infrastructure comprising Artificial Intelligence, Big Data, Internet of Things applications, among others, that is integrated within the "L.I.F.E" omni-channel ecosystem**

- **The "L.I.F.E" omni-channel ecosystem aims to improve commuters' and communities' lifestyle experiences, enhance SMEs' digitalisation capabilities, and boost new business vibrancy within Singapore's digital economy**

- **Strong opportunities for The Place Holdings and Stellar Lifestyle to scale and replicate the "L.I.F.E" omni-channel ecosystem across emerging digital markets in Asia**



From left to right: Mr Ji Zenghe, Executive Chairman of the Place Holdings, Mr Fan Xianyong, CEO of The Place Holdings, Mr Tony Heng, President of Stellar Lifestyle, Mr Seah Moon Ming, Chairman of SMRT Corporation Ltd

Singapore, 29 June 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 collaboration agreement with Stellar Lifestyle Pte. Ltd. ("**Stellar Lifestyle**" **or "胜德丽生活时尚"**), a business arm of SMRT Corporation Ltd., to jointly shape the future of digital media and tap new opportunities in the digital economy with the development of the "L.I.F.E" Omni-Channel Ecosystem.

Creating vibrant transit destinations through continuous innovation and a desire to make our everyday touchpoints better, Stellar Lifestyle is the largest managing agent of retail and advertising spaces in Singapore's Out-Of-Home and rail network.

Improving Commuters' and Communities' Lifestyle Experience and Enhancing Singapore's SMEs Capabilities within the Digital Economy via the "L.I.F.E" Omni-Channel Ecosystem

Under the collaboration agreement, there are five key business areas in the "L.I.F.E" omni-channel ecosystem:

1. Sky Screen Ecosystem Platform
2. Co-working Platform
3. Digital and Advertising Platform

4. Technology Applications Platform
5. Last-Mile Service Platform

The Place Holdings will invest approximately S$200 million in the L.I.F.E omni-channel ecosystem and for a start, both companies will focus on the development of the digital platform with technology infrastructure comprising Artificial Intelligence, Big Data, Internet of Things applications, among others, that is integrated within this ecosystem.

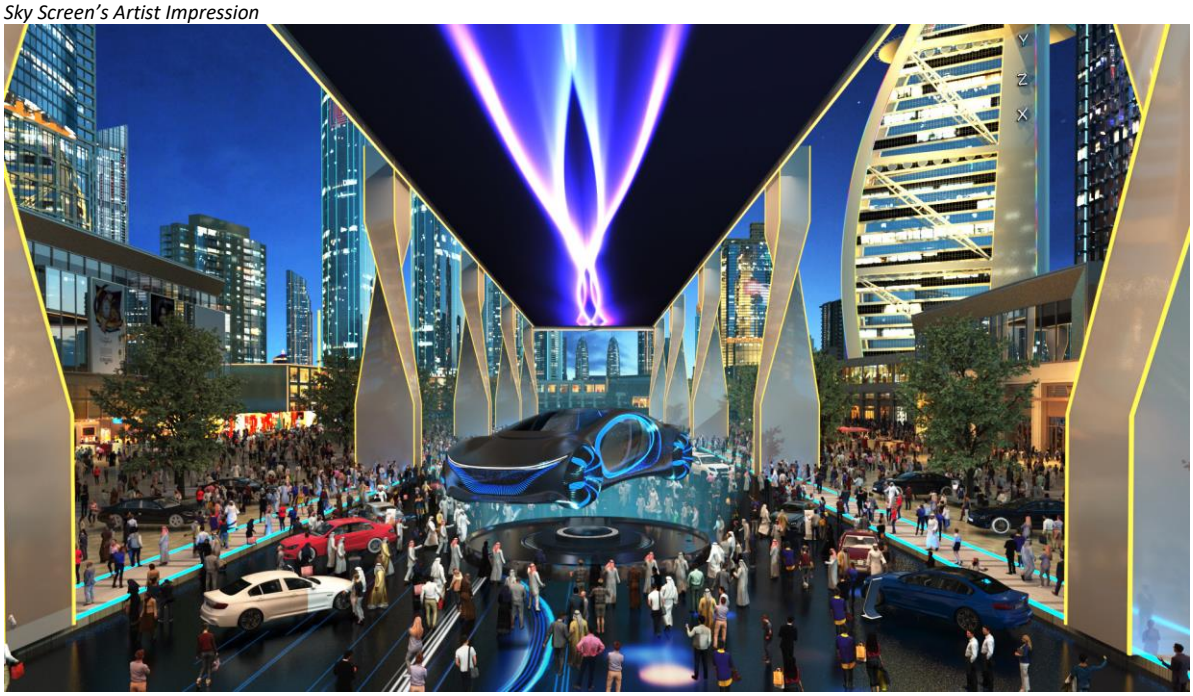
In addition, The Place Holdings and Stellar Lifestyle are planning Singapore's first Sky Screen, a suspended 200 meters long video screen that will be an enhanced version of Beijing's iconic spectacle, 世贸天阶梦幻天幕 ("**The Place Sky Screen**").

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

For Singapore's first Sky Screen, it is positioned as a high-tech, immersive visual extravaganza and attraction that aims to be a catalyst for new tourism and retail experiences in Singapore with unique and engaging experiences.

A key component of "L.I.F.E" omni-channel ecosystem, Singapore's first Sky Screen attraction will also serve as a catalyst for SMEs to boost new business vibrancy via new possibilities in digital media solutions and technology innovations.

Sky Screen's Artist Impression



Mr Seah Moon Ming, Chairman of SMRT Corporation Ltd, said, *"As part of SMRT's Communities in Stations programme, we are transforming our stations into inclusive community spaces to engage commuters, better serve the public and foster a stronger sense of community. Following the successful launch of our Comic Connect project in Toa Payoh station, we are now collaborating with The Place Holdings to jointly develop experiential media solutions to drive meaningful social interactions and provide innovative business offerings.*

The Place Holdings has an impressive track record of developing market-leading media, tourism, and real estate businesses. We look forward to seeing the enlivened stations and surrounding neighbourhoods that will connect better with commuters and communities.

We believe these collaborations would pave the way for greater business success together."

Mr Ji Zenghe (吉增和), Executive Chairman of The Place Holdings, said, *"The digital era has been rapidly evolving and the technology we are already exposed and accustomed to has paved the way for us to innovate further.*

Together with Stellar Lifestyle, we share the same vision of utilising new technology advancements and infrastructure to improve the quality of our lives and enabling SMEs to integrate into modern business models with new digitalisation capabilities.

Singapore's first Sky Screen is positioned as a new tourism attraction, creating immersive and experiential experiences that also serve a catalyst for new business models within the digital economy.

Together with the "L.I.F.E" omni-channel ecosystem, we aim to complement Singapore's Smart Nation initiatives by continuously improving our platform offerings and experience, creating endless possibilities and value propositions for the communities that we serve."

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This document is to be read in conjunction with The Place Holdings' exchange filings on 29 June 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.

Embolden with a new business approach and forward-looking corporate culture, 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.

For additional information, please visit www.theplaceholdings.com

About Stellar Lifestyle

Transit Retail & Advertising Solutions

Stellar Lifestyle, a business arm of SMRT Corporation Limited, has expertise in property and retail management, media, and digital advertising solutions. We create vibrant transit destinations and lifestyle experiences to make our everyday touchpoints better. Our growing portfolio includes mall management and outdoor media & digital engagement platforms. We are also the largest managing agent of retail and advertising spaces in Singapore's rail network.

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

For further information, please contact the following:

Mr. Zhang Wei
Chief Strategy Officer
The Place Holdings Limited
Tel: (65) 6781 8156
Fax: (65) 6781 8159
Email: zhangwei@theplaceholdings.com

SMRT Corporate Communications
Tel: (65) 9822 0902
Email: media@smrt.com.sg
Website: www.stellarlifestyle.com.sg

Mr. Alex TAN
Mobile: +65 9451 5252
Email: alex.tan@8prasia.com