

For Immediate Release

## **mm2 PARTNERS \*SCAPE TO CREATE CONTENT AND ENTERTAINMENT HUB IN THE HEART OF ORCHARD**

[Singapore, 07 August 2023] mm2 Asia Ltd (“mm2”, “mm2 全亚影视娱乐有限公司” or collectively with its subsidiaries, “the Group”), one of Singapore’s leading media and entertainment company with a regional reach, and \*SCAPE Co., Ltd. (“\*SCAPE”), a non-profit organisation that engages and nurtures youth by developing their talents, announced today the signing of a Memorandum of Understanding (MOU) to develop and operate the **mm2 Integrated Media Hub @ \*SCAPE** at the Somerset Belt, to enhance \*SCAPE’s ongoing focus on youth development with particular attention to enhancing creativity, content creation and encouraging entrepreneurship.

The Integrated Media Hub is envisioned as a dynamic space to support youth development in the media and entertainment industries, conveniently situated in the heart of Orchard. The main concept of the project will be to focus on developing talents and skills for the content and media industry, as well as encouraging entrepreneurial activities and opportunities for youths in the filmmaking, social media, and music industries.

Planning parameters for the Hub will include spaces for entertainment spaces such as livehouse performance spaces and multi-purpose cinematic halls for local content showcases, industry dialogues/screenings, and current movie releases/premieres, as well as educational and workspaces for workshops and seminars. Programmes and activities will include classes for social media and video production, as well as community engagements for aspiring filmmakers and musicians.

The Hub will be a key anchor venue to complement mm2’s youth-focused media initiative **Youth To Youth aka Y2Y**, which launched in 2022. The **Youth To Youth Y2Y** programme initiative by mm2, targets to partner with young media talents in Singapore to make relevant and engaging content that speaks directly to youths. Through this programme, mm2 wants to make media connections with young people, discover new talents and help them expand beyond Singapore.

\*SCAPE announced in July 2022 its plans to revamp its existing development into an exciting space for youth development that will contribute to the rejuvenation of the Somerset Belt on Orchard Road. The new \*SCAPE will be unveiled in 2024, and the management has committed to rejuvenate its existing development into the space of boundless possibilities for youth.

“We are delighted to embark on this MOU with mm2 as we reimagine \*SCAPE as a new space and concept catering to the creativity and innovativeness of youth. It has always been in \*SCAPE’s DNA to engage and nurture youth by developing their talents. With mm2’s extensive network in the region, track record of talent development in the creative and media industry, such as producing movies by first-time directors, greenlighting scripts by first-time writers and giving young actors their on-screen debut, we look forward to developing more firsts with mm2 in the coming years,” says Ivy Lim, Executive Director of \*SCAPE.

“We greatly value the strong partnerships that we have with the Singapore youth community. \*SCAPE has engaged many young people over the years through its programmes in the creative arts, media and entertainment, as well as in entrepreneurship, and career development. The new mm2 Integrated Media Hub @ \*SCAPE will play a key role in mm2’s strategy to build strong connections with the next generation of media professionals and consumers. We are excited for the opportunity to develop programmes with this base and see where it will take us in the future,” said Chang Long Jong, Group CEO for mm2 Asia.

###

#### **About mm2 Asia**

Headquartered in Singapore, mm2 Asia Ltd. (“mm2 Asia”, or together with its subsidiaries, the “Group”) champions “Content and Media for Asia”, with integrated businesses across the content, entertainment, cinema, event and concert industries in Singapore, Malaysia, Hong Kong, Taiwan, China and the United States of America.

Since our listing on the Catalist Board of SGX-ST in December 2014, and the successful transfer to the Mainboard of SGX-ST in August 2017, mm2 Asia has strengthened its competitive advantage through its acquisitions of a majority stake in an award-winning virtual reality, visual effects and computer-generated imagery studio, Vividthree Holdings Ltd. (SGX Stock Code: OMK), and an event production and concert promotion company, UnUsUaL Limited (SGX Stock Code: 1D1). With the establishment of mmCineplexes and the acquisition of Cathay Cineplexes Pte. Ltd., mm2 Asia is one of Malaysia and Singapore’s key cinema operators. ([www.mm2asia.com](http://www.mm2asia.com))

#### **About \*SCAPE**

\*SCAPE Co., Ltd. is a non-profit organisation, a registered charity, and an Institution of a Public Character that engages and nurtures youth by developing their talents. At \*SCAPE, we offer a holistic network of programmes, communities, and facilities to support youth in their pursuit of interests and passion areas. Together with our partners, we inspire and empower our youth to **DREAM IT, LIVE IT!**

For more information, visit [www.scape.sg](http://www.scape.sg)

**For more information, please contact:**

Waverly Tan  
mm2 Entertainment Pte Ltd  
Mobile: (+65) 9862 8306  
Email: waverlytan@mm2entertainment.com

Bianca Leong  
mm2 Asia  
Mobile and WhatsApp: (+65) 9455 8211  
Email: biancaleong@mm2asia.com

**\*SCAPE Media Contacts:**

Tian Tian Wang  
Senior Account Executive  
Muse & Motif Pte. Ltd.  
Mobile: (+65) 9853 8792  
Email: tiantian@museandmotif.com

Pauline Leong  
Senior Manager, Marcom  
\*SCAPE Co., Ltd.  
Mobile: (+65) 9848 1308  
Email: pauline\_leong@scape.sg