

HATTEN LAND LIMITED

(Incorporated in the Republic of Singapore)
(Company Registration No. 199301388D)

FOCUS MEDIA SPORTS AND HATTEN ENTER INTO BINDING “PHYGITAL INTELLIGENT SPORTS” COLLABORATION AGREEMENT

The board of directors (the “**Board**”) of Hatten Land Limited (“**Hatten**” or the “**Company**” and together with its subsidiaries, the “**Group**”), wishes to announce that the Company’s wholly-owned subsidiary Hatten Edge Pte. Ltd. (“**Hatten Edge**”) has entered into a binding “Phygital Intelligent Sports” Collaboration Agreement (“**Agreement**”) with Focus Media Sports (Shanghai) Co., Ltd (“**Focus Media Sports**”).

Information on partner

Focus Media Sports was established by Focus Media Information Technology Co., Ltd. (002027.SZ) (“**Focus Media**”) at the end of 2016. Focus Media is the largest commercial media company in China. In 2005, Focus Media was the first Chinese advertising media company to be listed in the US and in 2007 Focus Media was included to the NASDAQ 100 Index. After relisting on the main board of Shenzhen Stock Exchange (SZSE), Focus Media is a constituent of the SZSE 100 Index with market capitalisation of approximately S\$18 billion.

Focus Media has majority equity stake in Focus Media Sports which specialises in sports industry investment and operation, focusing on three major sports sectors: sports events and marketing, development and operation of sports complexes, and Intelligent Sports. Focus Media Sports relies on the strong brand resources and other strengths of its controlling shareholder, Focus Media, and aims to build the most influential group in sports industry.

Focus Media Sports has entered into a Strategic Collaboration Agreement with authority from Shanghai for the development and operation of a sports and digital advertising industrial park, which includes a 10-year exclusive right for Focus Media Sports to manage and operate a RMB 1.5 billion newly-constructed sports complex in Qingpu district of Shanghai, providing traditional and immersive intelligent sporting activities (“**Shanghai Project**”).

Information on Agreement

The parties agreed to jointly invest, develop, operate and promote Phygital Intelligent Sports experience in ELEMENT X (the “**ELEMENT X Project**”). On the basis of successful collaboration of the ELEMENT X Project, both parties intend to deepen cooperation and further expand the Phygital Intelligent Sports market in Southeast Asia and Greater China (including the Shanghai Project etc.), subject to signing of separate written agreements.

The salient terms of the Agreement are as follows:

- a) Hatten Edge and Focus Media Sports shall jointly invest the Phygital Intelligent Sports ELEMENT X Project at a proportion of 70% and 30% respectively. The total investment is estimated at RMB 8 million (approximately MYR 5.3 million). Both parties confirm and undertake that the investment funds will be mainly used to purchase Phygital Intelligent Sports equipment for the ELEMENT X Project from Focus Media Sports and its subsidiaries;
- b) The ELEMENT X Project shall be built on the 4th floor of the Company’s ELEMENT X mall in Melaka with an area of about 94,381.8 square feet;
- c) An agreed proportion of the monthly revenue, such as entry ticket sales and other relevant income, of the project will be paid to Hatten Edge as rent;

- d) Both Hatten Edge and Focus Media Sports shall jointly form a management team and be responsible for the daily operation of the ELEMENT X Project. An agreed proportion of the monthly income of the ELEMENT X Project will be set aside for the operating expenses of the ELEMENT X Project management team;
- e) Remaining profits shall be distributed to Hatten Edge and Focus Media Sports at a proportion of 70% and 30% respectively. Barring unforeseen circumstances, it is expected to contribute positively to the net assets and financial performance of the Group for the financial year ending 30 June 2023;
- f) The Agreement shall remain effective for 10 years, with first 5-year period commencing from 4 May 2022 and automatic renewal for another 5 years.

The capital contribution by the Group will be funded from proceeds raised by the Company's share placement exercise announced in April 2022. None of the Directors has any interest, direct or indirect, in the Agreement. The Directors have not received any notification of interest in the Agreement from any substantial shareholder of the Company, and are not aware of any substantial shareholder of the Company who has any interest, direct or indirect, in the Agreement.

The Board wishes to advise shareholders and potential investors of the Company to exercise caution when dealing in the securities of the Company as there is no certainty or assurance that the above transactions, will be completed or that no changes will be made to the terms thereof. If in doubt, shareholders and potential investors of the Company should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisers.

By Order of the Board
HATTEN LAND LIMITED

Dato' Tan June Teng, Colin
Executive Chairman and Managing Director
5 May 2022

This announcement has been prepared by Hatten Land Limited (the "Company") and its contents have been reviewed by the Company's sponsor, UOB Kay Hian Private Limited (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST") Listing Manual Section B: Rules of Catalyst.

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this announcement.

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