

**Hatten Land and Subsidiary of Focus Media,
China's Largest Commercial Media Group,
Inks Binding 10-Year Joint Investment;
Leasing More than 90,000 square feet at ELEMENT X
to Create an Immersive Esports Hub that
Offers the First-of-its-Kind Immersive Sporting Experience in
Southeast Asia**

- Focus Media Sports, a subsidiary of Focus Media Information Technology (“Focus Media”), specialises in Esports, sport investments and operations in sporting events, operation of sports complexes, and immersive sporting activities
- The Immersive Esports Hub will be an anchor tenant at ELEMENT X with a lease for more than 90,000 square feet of space to offer the first-of-its-kind immersive, Esport and phygital intelligent sporting experience in Southeast Asia
- Conceptualised with a family-oriented entertainment environment, the Immersive Esports Hub aims to create engaging sporting activities and experiences that bond family members and friends together, attracting more footfall to ELEMENT X
- Opportunities for the joint investment to scale and expand this new Immersive Esports Hub concept across Southeast Asia
- Hatten Land is expected to generate long term recurring rental income and operating income, such as entry ticket sales and other relevant income, from the Immersive Esports Hub



SINGAPORE, MELAKA, MALAYSIA, 5 May 2022 – Hatten Land Limited (惠胜置地有限公司) (“**Hatten Land**”, “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce today that its wholly-owned subsidiary Hatten Edge Pte. Ltd. (“**Hatten Edge**”) has entered into a Collaboration Agreement (“**Agreement**”) with Focus Media Sports (Shanghai) Co., Ltd (“**Focus Media Sports**”) to pursue business opportunities in the area of immersive, Esport and phygital intelligent sporting experience.

Focus Media Sports is a subsidiary of Focus Media Information Technology Co., Ltd. (“**Focus Media**”), which is China’s largest commercial media group. 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 re-listing on the main board of Shenzhen Stock Exchange, Focus Media has a current market capitalization of approximately S\$18 billion and it is a constituent of the SZSE 100 Index. Leveraging on Focus Media’s networks and brand resources, Focus Media Sports aims to build a new digital ecosystem within the sports industry.

Specialising in sport investments and operations, including Esports, 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**”).

The Agreement shall remain effective for 10 years, commencing from 4 May 2022. Offering first-of-its-kind immersive, Esport and phygital intelligent sporting experience in Southeast Asia, the Immersive Esports Hub will be one of the anchor tenants at ELEMENT X, occupying more than 90,000 square feet of retail space that will be conceptualised with a family-oriented entertainment environment, bonding family members and friends together, thereby attracting more footfall to ELEMENT X.

Moving ahead, there are opportunities for the joint investment to leverage its experience, technical knowledge and track record from its operations at ELEMENT X to scale and expand this new immersive Esports hub concept across Southeast Asia and Greater China regions, including the Shanghai Project.

With the Immersive Esports Hub being an anchor tenant at ELEMENT X, Hatten Land is expected to generate long term rental income and operating income, such as entry ticket sales and other relevant income. Barring unforeseen circumstances, the Immersive Esports Hub is expected to contribute positively to the net assets and financial performance of the Group for the financial year ending 30 June 2023.

Dato’ Colin Tan, Executive Chairman and Managing Director of Hatten Land, said: *“As a mall developer and operator, our challenge is to adapt to new trends and continue to be relevant to our targeted consumer base.*”

Uniquely positioned as a family edutainment destination at ELEMENT X with a space of more than 90,000 square feet, the Immersive Esports Hub aims to bond family members and friends together over healthy and engaging sporting activities and experiences.

With increased footfall expected from the Immersive Esports Hub at ELEMENT X, there be more opportunities to attract more tenants and sales opportunities to Hatten's other nearby projects.

Notably, the Immersive Esports Hub also provides long-term recurring income and management income to the Group."

Mr. Li Hui, Executive Chairman, Founder and CEO of Focus Media Sports, said: *"Over the past two years, we have seen Esports and interactive sporting activities become key drivers in attracting footfall to shopping malls as families and friends bond together from such fun and entertaining activities.*

Creating a holistic experience with digital technology, we are excited to co-invest with Hatten Land to bring our best-in-class interactive sports infrastructure to ELEMENT X and harness new opportunities in this fast growing market within Southeast Asia."

Note: This press release is to be read in conjunction with the SGX announcement released on the same date.

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About Hatten Land Limited

Hatten Land Limited is one of the leading property developers in Malaysia specialising in integrated residential, hotel and commercial developments. Headquartered in Melaka, it is the property development arm of the conglomerate Hatten Group, which is a leading brand in Malaysia with core businesses in property development, property investment, hospitality, retail and education.

To potentially enhance the value of its physical assets as well as create digital assets at the same time, with sustainability efforts in mind, the Group's new business strategies is to re-purpose the Group's physical assets, in particular its malls, by identifying new uses, including but not limited to co-sharing office spaces, talent innovation hub, education-related activities, cinema operations, crypto mining and renewable energy activities.

The Group has obtained shareholders' approval to diversify its business to include renewable energy, physical-digital malls, cryptocurrency mining and the Metaverse via an extraordinary general meeting on 30 December 2021.

With the various digital and renewable initiatives announced by the Group, there are opportunities for the Group to enter into new markets offering new business opportunities

which would potentially provide additional and recurrent revenue streams and assist in continual growth of the Group.

For more information, please visit: www.hattenland.com.sg

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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 Catalist.

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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