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Pictureworks Enters Exclusive 4-Year Partnership With Hong Kong's Ocean Park Corporation

Key highlights: -

- Pictureworks (Hong Kong) Limited, a wholly owned subsidiary of Pictureworks Holdings Sdn Bhd ("Pictureworks"), enters a 4-year partnership with Ocean Park Corporation ("Ocean Park"), an award-winning theme park in Hong Kong with a focus on education, conservation and entertainment, providing the Park with its end-to-end photo imaging systems
- Ocean Park will be Pictureworks' first partner to enjoy its proprietary Facial Recognition technology

KUALA LUMPUR, February 9, 2018 – Pictureworks, a photo imaging services leader for well-known theme parks around the world that connects memories for all their guests, enters a partnership with Ocean Park Corporation, an award-winning theme park that truly belongs to Hong Kong, bringing guests with memorable experiences that are fun, entertaining, and educational, while promoting life-long learning and conservatory advocacy. The 4-year partnership which will begin from June 1, 2018 until May 31, 2022 will see the provision of end-to-end digital imaging products, systems and services throughout the more than 915,000 square metre Ocean Park in Hong Kong.

The exclusive partnership will see Pictureworks deploy its state-of-the-art imaging solutions with Ocean Park being the first partner to enjoy its new proprietary Facial Recognition technology as well as PictureAir solution. PictureAir has been successfully implemented across various theme parks and attractions in more than 30 sites in over 15 countries. Its compatibility with popular social media platforms has also captured smiles and memories of over 150 million guests per year.

Chief Executive Officer of Pictureworks, Jenny Tay said, "We are pleased to work with Ocean Park, a leading industry player as part of our growing list of award-winning theme park and attractions we serve globally. This exclusive partnership allows us to build on our advanced imaging and technology expertise and extend our presence in leisure and tourism sector in the Asia Pacific region as image capture continues to be in demand. In today's technology-savvy landscape, people cherish memories and engagement with family and peers, and this partnership which covers physical and online platforms taps into that opportunity to create meaningful connections for guests to the park."

Perry Chung, Ocean Park's Executive Director of Commercial Operations said, "Our guests continue to be at the heart of our operations and this partnership takes this a step further, by bringing excitement and capturing moments that matter to all of our guest including the over six million guests we expect to visit Ocean Park this year. This partnership represents the synergy we have with Pictureworks in our shared commitment to deliver next level innovation and excellence for guests to truly benefit from the fun, conservation and entertainment-themed learning experiences that we offer, and connect their smiles and memories with their friends and families through the ever-changing social media space."

Pictureworks applies technological advances in photo imaging to meet the emerging digital imaging needs of theme parks, attractions and special events, garnering huge demand for services from famous brands including LEGOLAND® Malaysia, LEGOLAND® Japan, KidZania in various parts of the world and major international theme parks.

In December 2017, Malaysia's ACE Market-listed company – PUC Berhad that focuses on four key business segments – integrated media services, eCommerce and eWallet related services, technology and renewable energy, announced the proposed acquisition of a 33% stake in Pictureworks with the new business marking PUC's entry in imagery capture sector. The acquisition is expected for completion in the second quarter of this year.

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Photo Cutlines



Pictureworks enters exclusive partnership with Ocean Park Corporation in Hong Kong. The exclusive partnership will see Pictureworks deploy its state-of-the-art imaging solutions with award-winning theme park - Ocean Park being the first partner to enjoy its new proprietary Facial Recognition technology as well as PictureAir solution.



Ocean Park is Hong Kong's unique home grown theme park with a heritage of delivering family fun and fond memories. Since its opening in January 1977 as a non-profit organisation, Ocean Park has developed itself to be a world-class attraction connecting people with nature, and is the 2012 recipient of the highly coveted and prestigious APPLAUSE AWARD.

About Pictureworks Holdings Sdn. Bhd.

Pictureworks Holdings Sdn. Bhd. ("PWHSB") was incorporated in 2008 and via its subsidiaries (collectively named as "PW Group"), provides imagery capture and distribution platforms for theme parks, leisure and entertainment industries, through its proprietary technology named PictureAir. Currently, PW Group has offices in Singapore, Malaysia, China and Hong Kong. It possesses a pool of international clientele across a number of countries including LEGOLAND® Malaysia, LEGOLAND® Japan, KidZania in various parts of the world and major international theme parks.

About Ocean Park Corporation

Ocean Park is Hong Kong's unique home grown theme park with a heritage of delivering family fun and fond memories. Since its opening in January 1977 as a non-profit organisation, Ocean Park has developed itself to be a world-class attraction connecting people with nature, and gained consistent recognition for its animal husbandry, research and relationship with the community. More than 140 million people have visited Hong Kong's premier park since its inception, and Ocean Park has remained committed to offering adults and children experiences that blend entertainment with education and conservation. Part of the proceeds from Ocean Park admission tickets and some retail items will go to Ocean Park Conservation Foundation, Hong Kong to support its wildlife conservation projects. Ocean Park is the 2012 recipient of the highly coveted and prestigious APPLAUSE AWARD, presented by Liseberg Amusement Park. Recognised by the attractions industry worldwide, the award is presented at the International Association of Amusement Parks and Attractions (IAAPA) Attractions Expo every other year in honour of a theme park for its excellence in management, operations, and creativity. Ocean Park is the first theme park in Asia to win this international award since its inception in 1980.