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Pictureworks Enters Exclusive Partnership with Shimao Group for China's First Hello Kitty Indoor Theme Park in Downtown Shanghai

Key highlights: -

- Pictureworks (Shanghai) Limited, a subsidiary of Pictureworks Holdings Sdn Bhd ("Pictureworks"), formalises a 3-year exclusive partnership covering imaging services and customised photo merchandise with Shimao Group (Shimao) for China's first "**Hello Kitty Shanghai Times**" indoor theme park, which is targeted to soft-open in September 2018

Shanghai, March 7, 2018 – Pictureworks, a photo imaging services leader for well-known theme parks around the world that connects memories for all their guests, continues to grow its presence as it formalises an exclusive partnership with Shimao, a globalized agglomeration centering on real estate development in China, in providing imaging service and customised photo merchandise to China's first "**Hello Kitty Shanghai Times**" indoor theme park in downtown Shanghai.

The exclusive 3-year partnership which will begin in September 2018 ties in with the soft-opening of the much-anticipated "**Hello Kitty Shanghai Times**" indoor theme park with Pictureworks set to deliver full-fledged imaging services and customised photo merchandise for the park.

Located within Shanghai Shimao International Plaza in Shanghai's central district of Huangpu, the three-story indoor theme park will be the first urban Hello Kitty indoor theme park in China. One of the world's most recognizable characters – Hello Kitty as well as her friends will be featured in this indoor theme park, injecting excitement for the many theme park-goers and Hello Kitty fans alike in Asia and beyond.

Chief Executive Officer of Pictureworks, Jenny Tay said, "Hello Kitty is a much loved character all over the world and we are truly honoured and excited to be associated with an iconic brand that is fun, cheerful and dedicated. Together with Shimao, we look forward to offer state-of-the-art imaging innovation and high quality customized photo merchandise that offers new ways for guests to enjoy special moments and memories and ultimately, contribute to the overall theme park experience."

Peng Yue Qi, Shimao's General Manager of Theme Parks said, "**Hello Kitty Shanghai Times** is China's first Hello Kitty indoor theme park. We are thrilled to bring Hello Kitty to more fans with this new addition and with Pictureworks on board, we are optimistic that we can offer more meaningful opportunities to engage and interact with their favourite Sanrio characters."

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.

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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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About Pictureworks Holdings Sdn. Bhd.

Pictureworks Holdings Sdn. Bhd. 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.