



NOONTALK MEDIA

午言媒体

# INVESTOR PRESENTATION

3 November 2022

# NOONTALK MEDIA LIMITED

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# AGENDA



**COMPANY  
OVERVIEW**



**TREND & MARKET  
OPPORTUNITIES**



**INVESTMENT  
HIGHLIGHTS**



**STRATEGIES  
& PROCEEDS**



**FINANCIAL  
HIGHLIGHTS**



**CLOSING  
Q&A**

NOONTALK MEDIA LIMITED

# PRESENTERS

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**DASMOND KOH  
CHIN ENG**

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Executive Director &  
Chief Executive Officer



**TERENCE TAN  
CHYE LENG**

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Chief Financial Officer





# 1 / COMPANY OVERVIEW





# OUR VISION

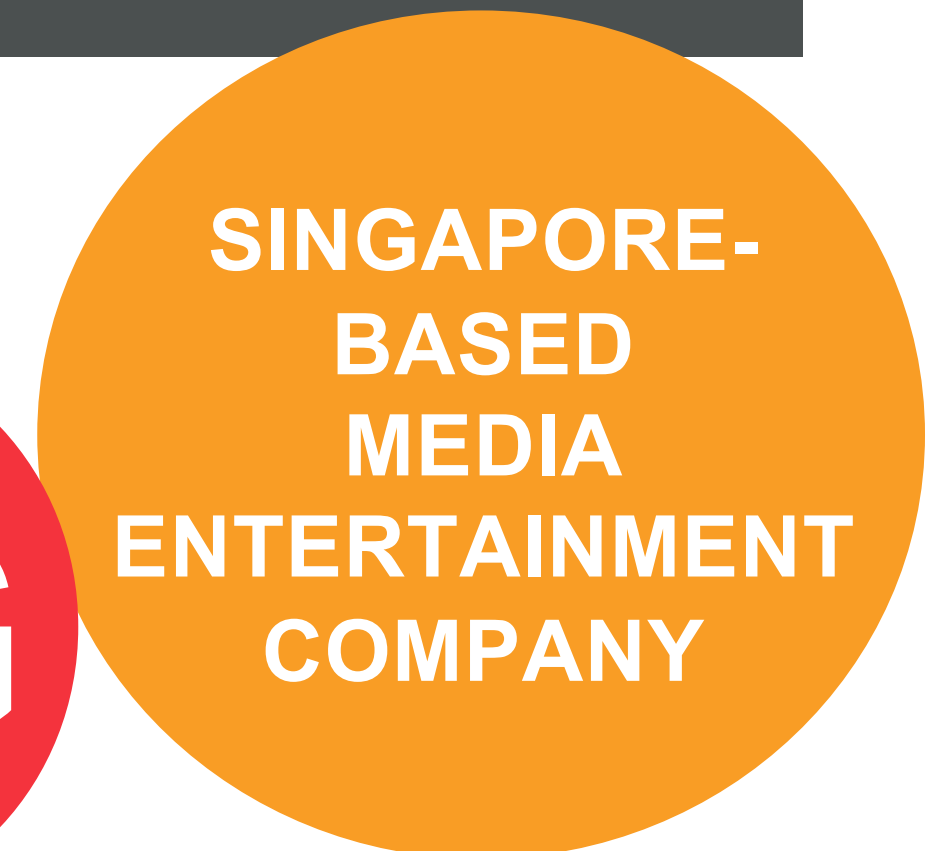
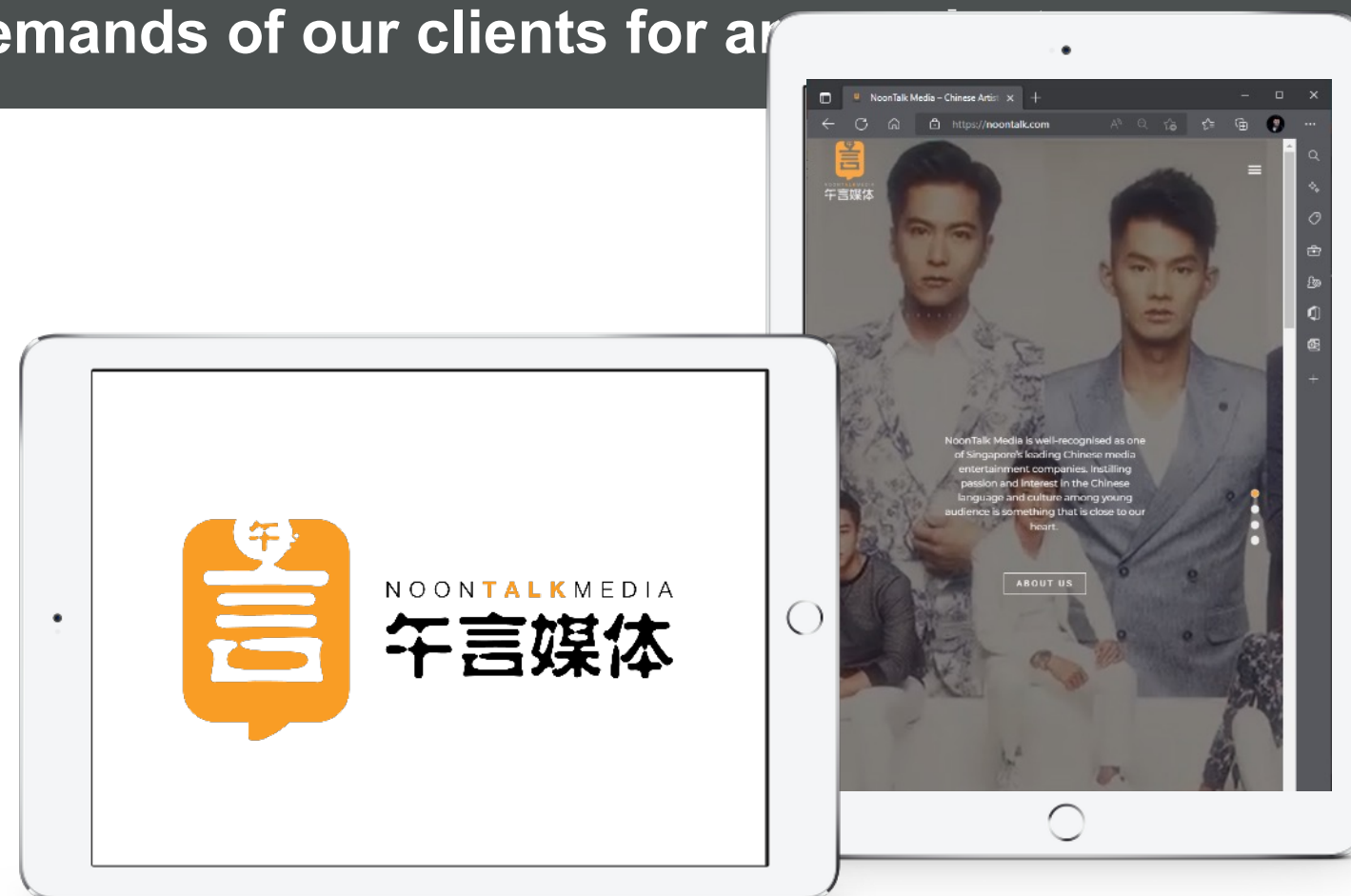
**We aim to be Singapore's leading media agency in creating quality entertainment content and to inspire a vibrant media landscape in Singapore, with a particular niche in Chinese-language media productions**

# 1 . COMPANY OVERVIEW



## WHO WE ARE

- A Singapore-based media entertainment company that specialises in artiste and talent management, multimedia production and event conceptualisation
- We tap on our comprehensive suite of service offerings to play the role of a **one-stop provider** of high-quality, bespoke events and entertainment solutions that can be adapted to suit the particular demands of our clients for any occasion

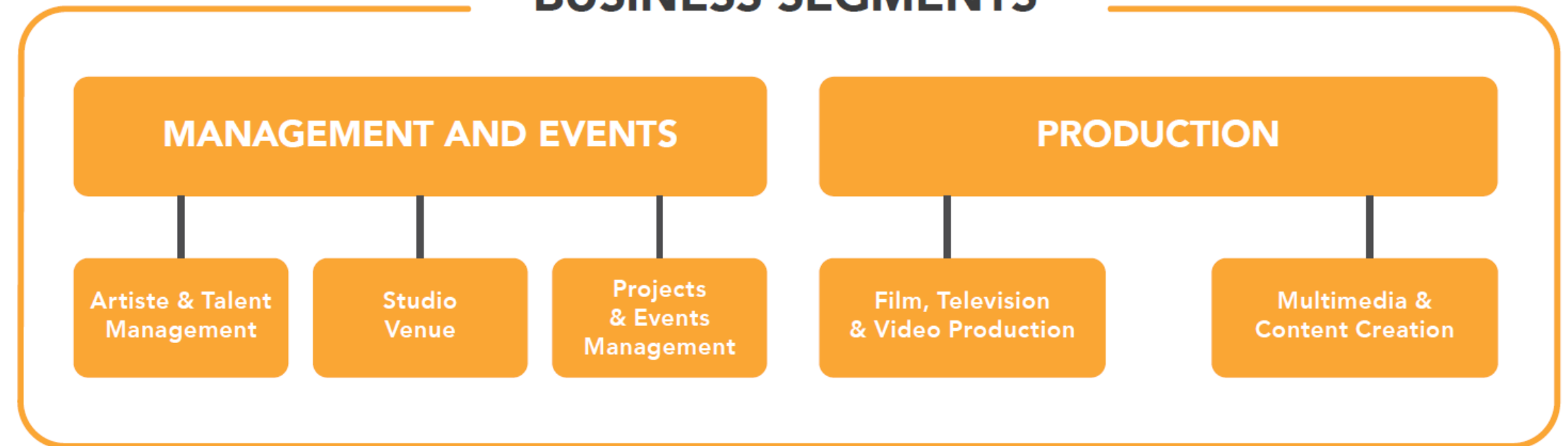


# 1 . COMPANY OVERVIEW



## CORE BUSINESS SEGMENTS

PROPOSED LISTING  
**ON SGX  
CATALIST**



■ We have **2 main business** segments:

■ Management and Events

■ Production

■ We have worked with renowned brands and government agencies:



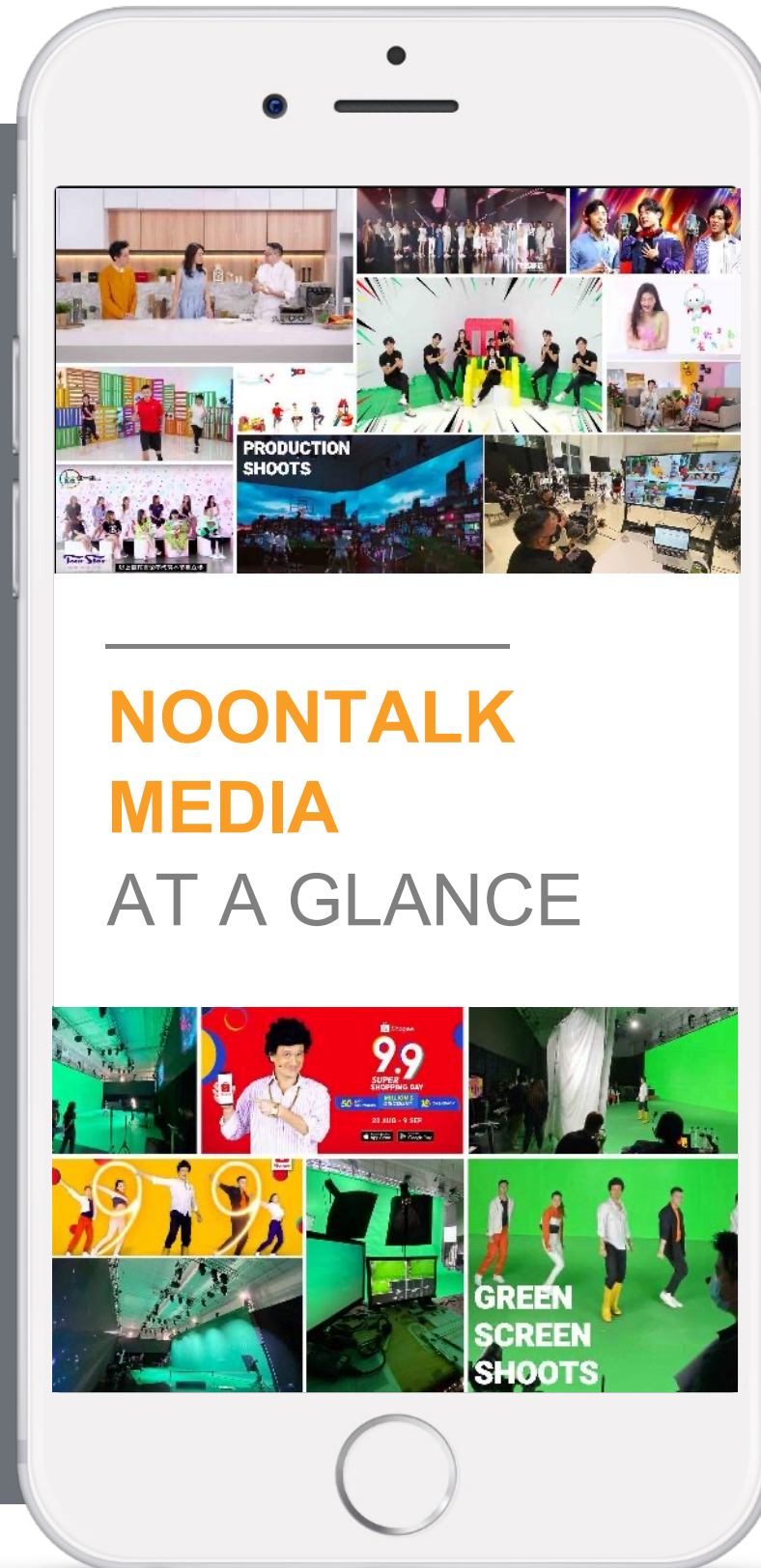


# 1 . COMPANY OVERVIEW



## WHY WE WIN

- ✓ We have **cutting-edge multimedia production capabilities** providing scalable and comprehensive production solutions
- ✓ We are uniquely positioned to provide the **full spectrum of media production solutions**
- ✓ We have an **experienced and dynamic management team** with strong technical expertise
- ✓ We have a **strong track record** with a **diverse and strong clientele**
- ✓ We have an **established portfolio of artistes**



## KEY ATTRIBUTES

STRONG TRACK RECORDS



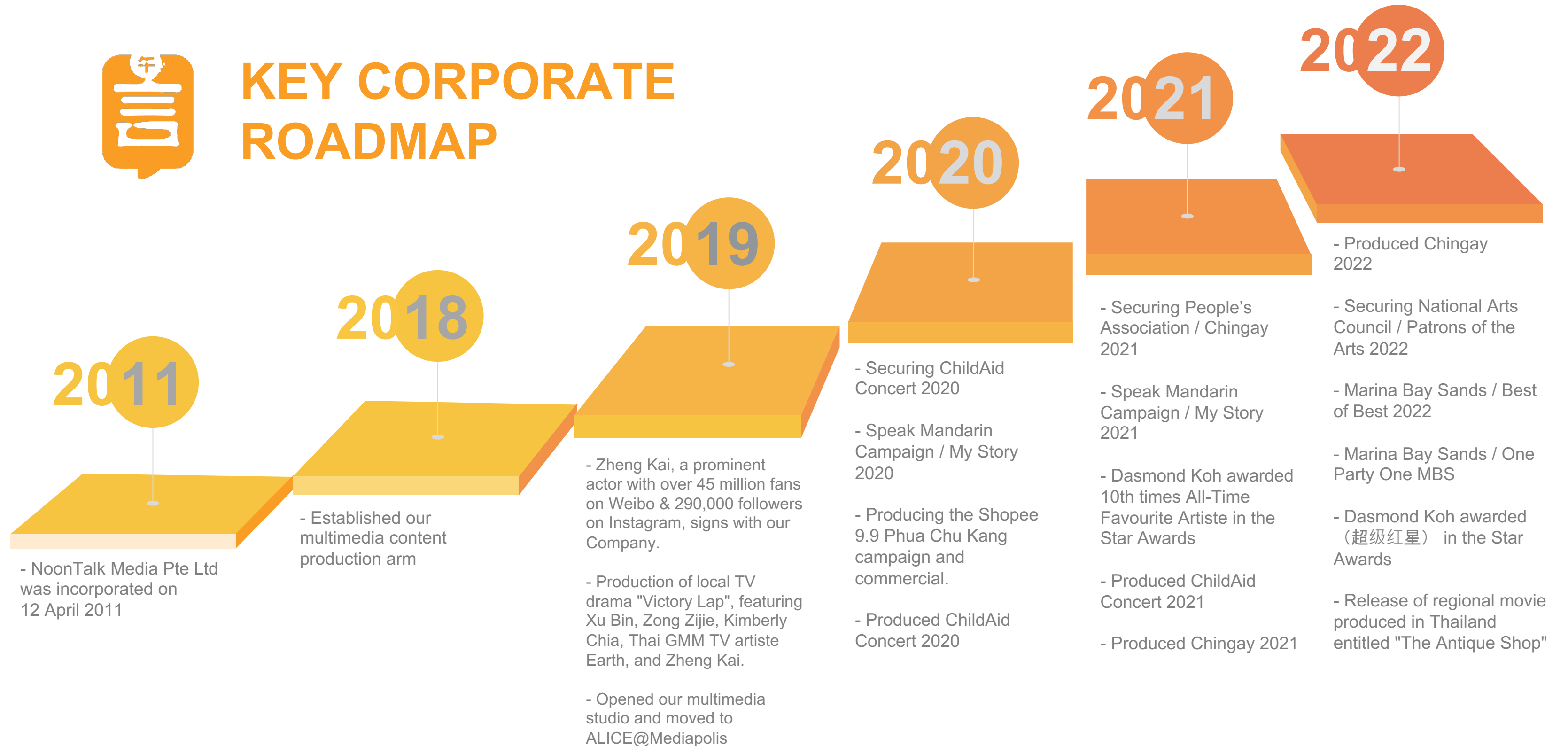
TANGIBLE GROWTH OPPORTUNITIES REGIONALLY



# 1 . COMPANY OVERVIEW



## KEY CORPORATE ROADMAP



# 1 . COMPANY OVERVIEW



## OUR KEY PRODUCT & SERVICES

### CORE BUSINESS SEGMENTS

#### MANAGEMENT AND EVENTS

##### Management of artistes and talent

Manages both freelance and in-house artistes

##### Management of studio venue and equipment

In-house studio venue was constructed in 2019 and was designed to be highly adaptable to accommodate a range of requirements

##### Management of events and projects

Capable of conceptualising and organising both in-person events and livestreamed events

**Artiste participation in events, advertisements, television dramas, movies and other entertainment content.**

**Rental of studio and engagements of equipment.**

**Event planning and management.**

SERVICES

DESCRIPTION

NATURE OF REVENUE

#### PRODUCTION

##### Multimedia creation and production

Provides multimedia production services and is at the forefront of delivering highly customised and engaging productions

##### Film and television production

Produces films, web series, television serials and other similar works

##### Video production

Produces videos, including music videos, corporate videos, infotainment and television commercials

SERVICES

DESCRIPTION

**Producing television dramas and events.**

**Delivery of media contents.**

**Distributor rights.**

NATURE OF REVENUE





NOONTALK MEDIA PRESENTS



## MANAGEMENT OF ARTISTES & TALENT



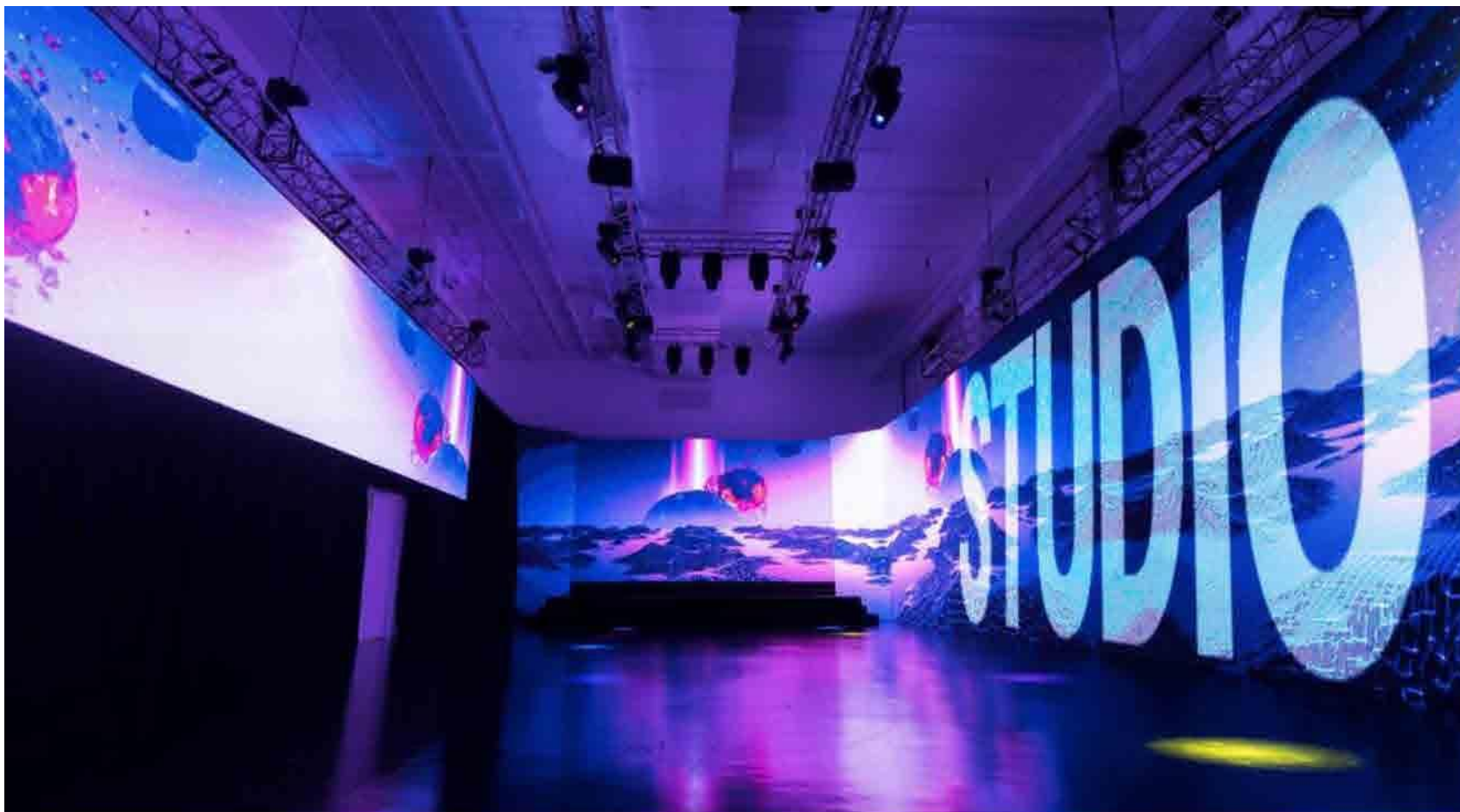
THAILAND MOVIE PREMIERE "THE ANTIQUE SHOP"



Xu Bin  
Noontalk Media Artiste  
Beijing 101 Ambassador



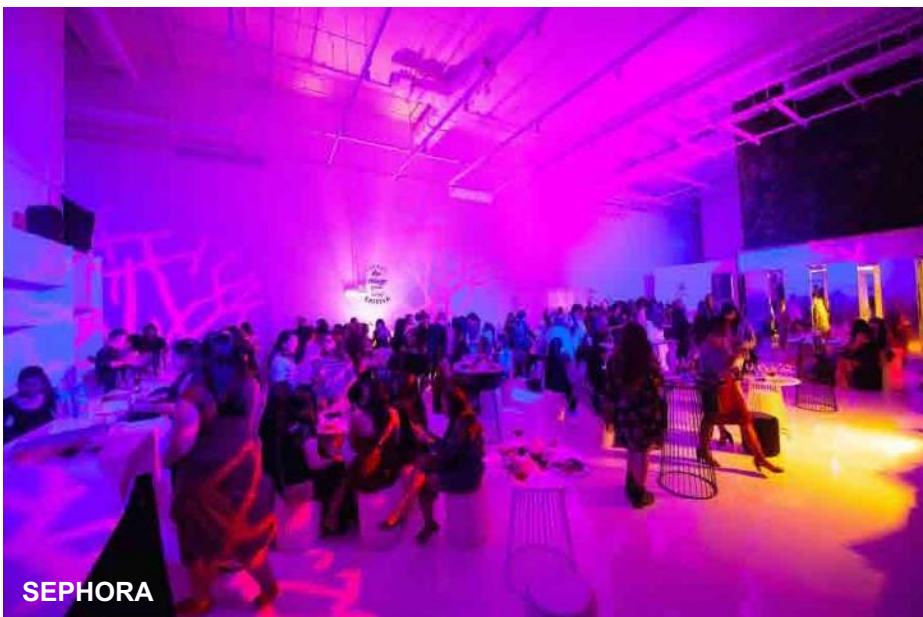




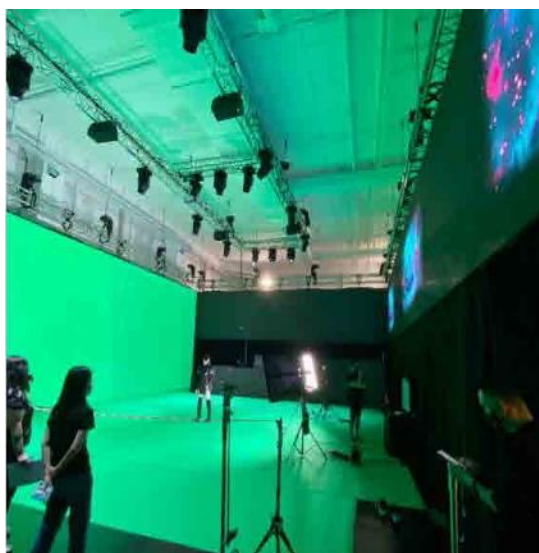
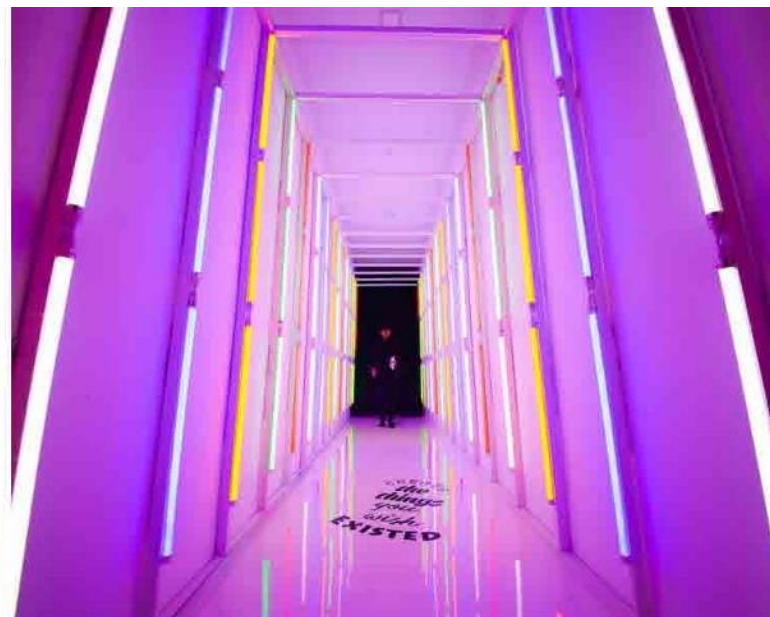
CHINGAY 2021: Green Screen



# MANAGEMENT OF STUDIO VENUE & EQUIPMENTS



SEPHORA







MARINA BAY SANDS: ONE PARTY ONE MBS



BTP TALENT SHOW



MOTHERS DAY SHOW



PROMOTE MANDARIN COUNCIL: The Speak Mandarin Campaign "MY STORY"

# MANAGEMENT OF EVENTS & PROJECTS



MEDIACORP: STARAWARDS



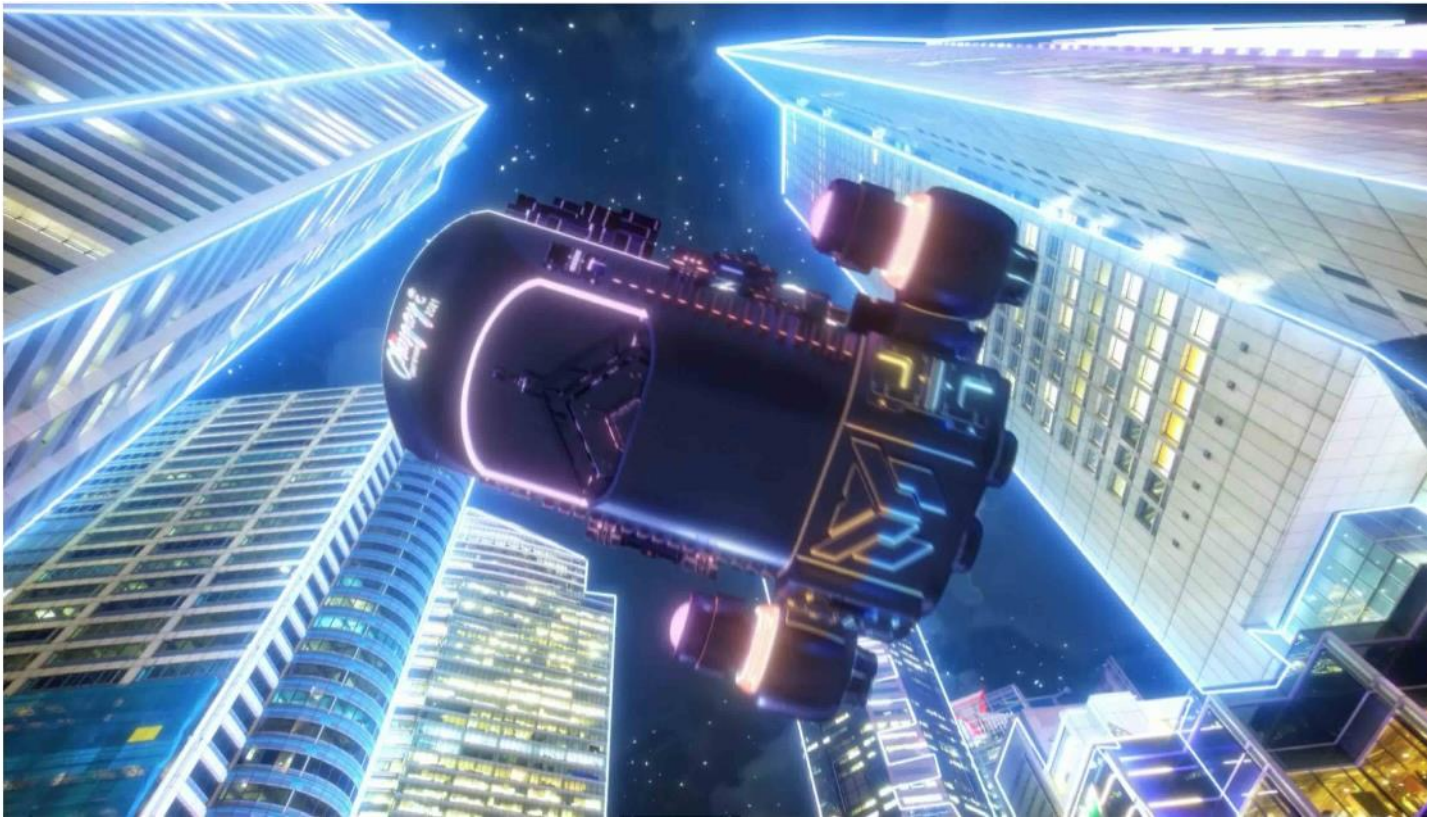
AUDI: The AUDI Brand Expreience







CHINGAY 2021



CHINGAY 2022

CHILDAID CONCERT

Continue to experience the full concert in immersive 360-degree video and Ambisonics surround sound. Available till October 14, 2020

YouTube: [str.sg/ca2020](https://www.youtube.com/watch?v=...) [bt.sg/ca2020](https://www.youtube.com/watch?v=...)

The Straits Times The Business Times

# MULTIMEDIA CREATION & PRODUCTION



Co-organised by:

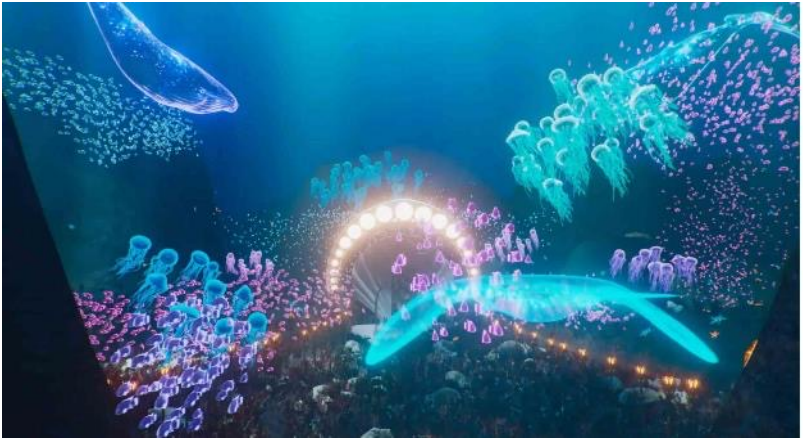
Childaid 2020 Virtually Yours

THE STRAITS TIMES THE BUSINESS TIMES

In support of:

School Product Fund

The Business Times Budding Artists Fund



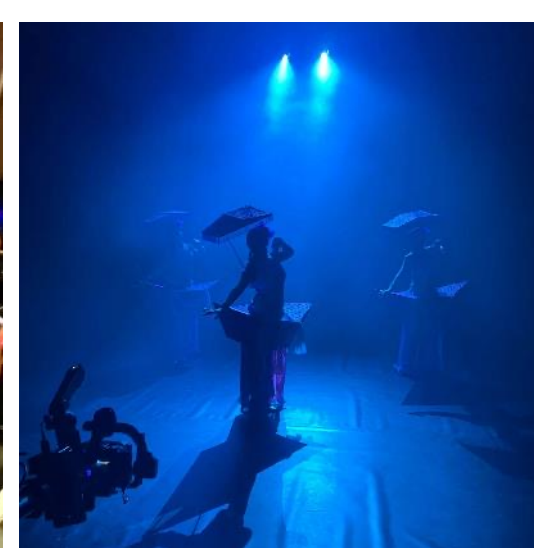




# FILM & TELEVISION PRODUCTION







# VIDEO PRODUCTION



BYD CAR SHOOT



CHINGAY 2022



CHINGAY 2021





# 2/ TRENDS & MARKET OPPORTUNITIES



## 2. TRENDS & MARKET OPPORTUNITIES

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## 2. TRENDS & MARKET OPPORTUNITIES



STRONG DEMAND FOR FULL-SERVICE MEDIA COMPANIES



SCALE-UP AND STRENGTHENING OF OPERATIONS

**M A R K E T  
O P P O R T U N I T I E S**



NEW OPPORTUNITY FROM AN EVOLVING SOCIAL MEDIA LANDSCAPE



MARKET OPPORTUNITIES WITHIN SOUTHEAST ASIA

## 2. TRENDS & MARKET OPPORTUNITIES



### STRONG DEMAND FOR FULL-SERVICE MEDIA COMPANIES

1

There has been a growing number of companies involved in talent and artiste management, pre-production and post-production of films and dramas, or a combination of both

2

As an integral part of the entertainment value chain, some players have found notable success in being service providers to concerts and events, securing the artistes' schedule to the conceptualization and marketing of the concerts and leasing of studios, such as South Korea's FNC Entertainment as well as Hong Kong's Media Asia Group

3

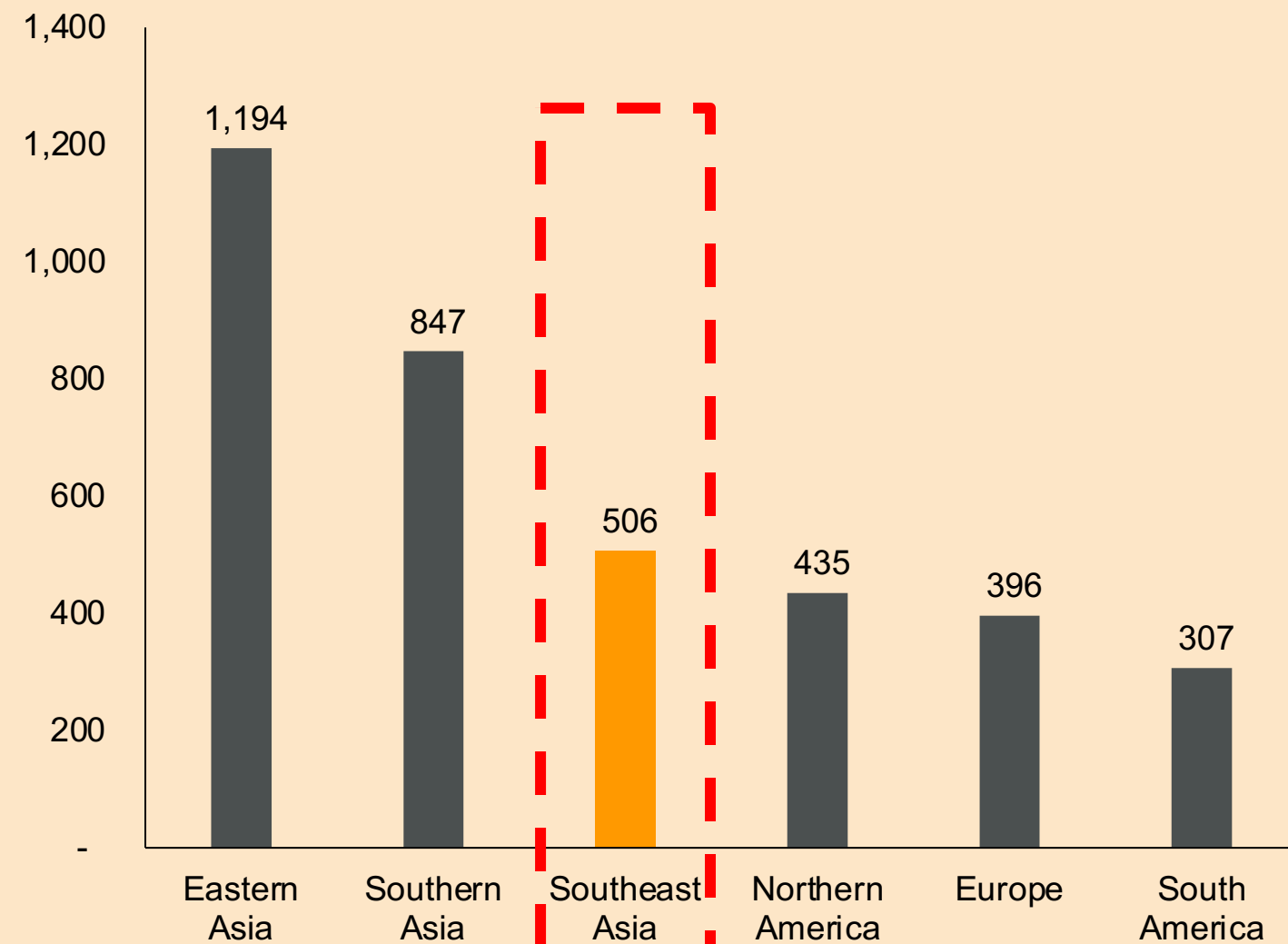
For example, Hong Kong's Media Asia Group has successfully hosted and promoted concerts of Kelly Chen and Jolin Tsai, establishing itself as a Chinese entertainment powerhouse along with artiste management and production services



## 2. TRENDS & MARKET OPPORTUNITIES

### MARKET OPPORTUNITIES WITHIN SOUTHEAST ASIA

**Number of social network users worldwide in 2022  
(in millions)**



THAILAND MOVIE PREMIERE "THE ANTIQUE SHOP"

Featuring artists from across the Asia-Pacific region including Singapore-based artists, Korean singer and actor, Indonesian actor, and Thai artists.

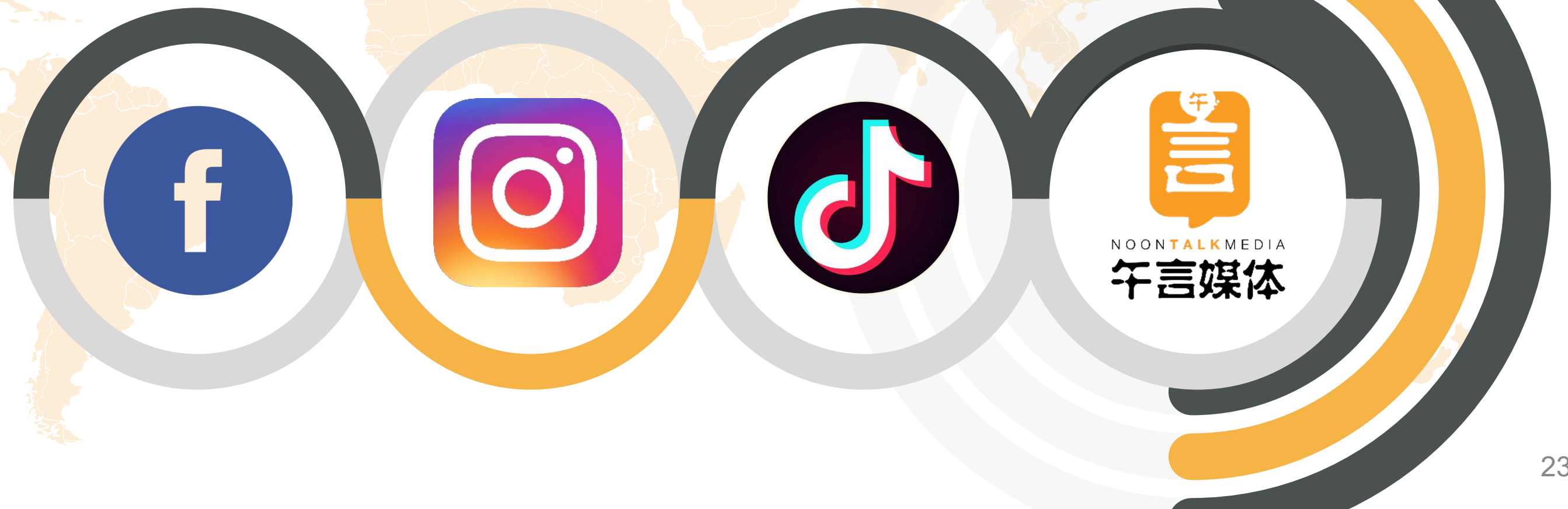
- Has been released in each of Thailand, Laos and Cambodia
- Planned release in Singapore and Malaysia followed by streaming platforms
- Collaborative effort featuring artistes across the APAC region



## 2. TRENDS & MARKET OPPORTUNITIES

### NEW OPPORTUNITY FROM AN EVOLVING SOCIAL MEDIA LANDSCAPE

- Since 2020, social media platforms such as Facebook, Instagram and TikTok have all undergone major transformations in how content is delivered on their platforms.
- Evolution of the social media landscape will continue to create new opportunities for media companies like us to develop more comprehensive and wholesome marketing strategies for our clients
- This allows us to tap on our wide spectrum of internal capabilities, from Management and Events to Production, to provide clients with the necessary customisations to fulfil their needs



## 2. TRENDS & MARKET OPPORTUNITIES

### NEW OPPORTUNITY FROM AN EVOLVING SOCIAL MEDIA LANDSCAPE

- We have a prominent presence on, and a long track record of engagement with, major social media platforms
- Our prominent artistes, such as Xu Bin, Zong Zijie and Kimberly Chia each have a combined following of more than 300,000 followers across major social media platforms
- Our in-depth knowledge of different social media platforms also allow us to anticipate the latest changes, stay up to date with the newest trends and maximise the opportunities available from the use of social media platforms

**XUBIN**  
NoonTalk Media  
Artiste

**ZONG ZIJIE**  
NoonTalk Media  
Artiste

**KIMBERLY CHIA**  
NoonTalk Media  
Artiste



## 2. TRENDS & MARKET OPPORTUNITIES



### SCALE-UP AND STRENGTHENING OF OPERATIONS

- NoonTalk seeks to employ additional manpower to support additional projects in the near-to-medium term.
- Catering more resources to the growing demands of our existing clients and market needs.
- Strengthen capabilities, research and developments.
- Developing and strengthening existing business segments for growth in operations and in the capacity to take on more projects.
- Noontalk would be able to service additional contracts and production projects.







# 3 / KEY INVESTMENT HIGHLIGHTS




# 3. KEY INVESTMENT HIGHLIGHTS

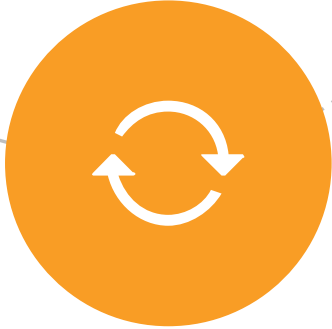


## OUR STRENGTH

Journey together with us!




- 01 -  
Cutting-edge  
multimedia production  
capabilities



- 02 -  
Uniquely positioned to  
provide the full spectrum of  
media production solutions



- 03 -  
Experienced and  
dynamic  
management team



- 04 -  
Strong track record  
with a diverse and  
strong clientele



- 05 -  
Established  
portfolio of artistes



# 3. KEY INVESTMENT HIGHLIGHTS



## FOREFRONT OF OFFERING END-TO-END PRODUCTION SOLUTIONS

Conceptualisation &  
Planning to Implementation

Technical Capabilities

Scalable & Comprehensive  
Production Solutions

**IDEATION**  
Conceptualise and ideation of the project.

**PREPARATION &  
PRE-PRODUCTION**  
Planning and preparations.



**MARKET & SELL**  
Funds and Revenue generation.  
(In some instances, Step 5 may come before step 1. After which, the cycle repeats.)

**COMPLETION**  
Final Touches and Checks. Ready to launch.

**PRODUCTION & POST-PRODUCTION**  
Creation, development and implementation.

# 3. KEY INVESTMENT HIGHLIGHTS



## FULL SPECTRUM OF MEDIA PRODUCTION SOLUTIONS



### CAPABILITIES

Strong onsite capabilities spanning the entire entertainment value chain encompassing artiste management, multimedia production and the conceptualisation and management of events

### INSIGHTS

Good understanding of the prevailing media trends and insights into the requirements of our clients

### TRACK RECORD

Strong track record and established position in handling livestreaming and virtual events, to date we have handled more than 200 livestreamed shows for our clients

### HYBRID MODEL

Pivoted away from being involved in only physical events to being a specialist in handling livestreaming and virtual events and providing extensive media-related service offerings

### MULTI-MEDIA

Continue to leverage cutting-edge multimedia production technology to customise our media related product offerings and differentiate ourselves

# 3. KEY INVESTMENT HIGHLIGHTS



## EXPERIENCED & DYNAMIC MANAGEMENT TEAM STRONG MANAGEMENT WITH PROVEN RECORD

### JED TAY

Executive Director &  
Chief Operating Officer

- Vast experience in the creative industry and invaluable multimedia production experience, having co-founded and served as CEO of a media production company, prior to joining NoonTalk.
- Involved in directing numerous high-profile and key projects in the past, such as National Day Parade, Shopee Super 9.9 Shopping Day Phua Chu Kang (2021), the ChildAid charity concert (2020 – 2021), the Chingay Parade (2021 – 2022), the Audi Brand Experience (2018) and Resorts World Sentosa (Chinese New Year/New Year's Eve/Halloween Horror Nights).



**JED TAY**  
Executive Director & Chief Operating Officer  
NoonTalk Media Limited



**DASMOND KOH**  
Executive Director & Chief Executive Officer  
NoonTalk Media Limited

### DASMOND KOH

Executive Director &  
Chief Executive Officer

- Seasoned veteran in the local entertainment scene with an established fan base and deep relationships across Asia's entertainment industry
- Won multiple accolades such as YES 933's Most Popular DJ for three consecutive years
- Began his career as a successful DeeJay and subsequently enjoyed similar success as a full-time artist in Mediacorp Pte. Ltd
- Won the All-Time favourite artiste award in 2021 which is awarded to artistes who have won the Top Ten Male Artiste award ten times throughout their career
- Has led an experienced management team and spearheaded the growth of NoonTalk over the past few years, capitalising on his significant media experience to address gaps in the market, to nurture numerous artistes and to build up our operational capabilities across both our 'Management and Events' and 'Production' business segments.



BOARD OF DIRECTORS



**ZHENG XIANBIN  
@ JED TAY**

Executive Director &  
Chief Operating Officer



**DASMOND KOH  
CHIN ENG**

Executive Director &  
Chief Executive Officer



**DR WEE KENG NEO,  
LYNDA**

Non-Executive Chairman &  
Independent Director



**SOH  
GIM TEIK**

Lead Independent  
Director



**CRUZ  
TENG**

Independent Director

EXECUTIVE OFFICERS



**LEONG  
WENG FOONG**

Project Manager  
(Events)



**TAN YAN XIN  
@ JYANICE**

Project Manager  
(Campaigns)



**TERENCE TAN  
CHYE LENG**

Chief Financial Officer



**TAY HWEE CHENG,  
JASMINE**

Project Manager  
(Production)



**JOSCLYNNE KUA  
PEI LING**

Artiste Manager &  
Casting Director



# 3. KEY INVESTMENT HIGHLIGHTS

## STRONG TRACK RECORD WITH A DIVERSE AND STRONG CLIENTELE

- 01 Established a network of business relationships and lasting partnerships with our various partners
- 02 Customer-centric approach and cutting-edge multimedia production capabilities provide a sustainable platform to consistently win follow-on projects and new high-value projects
- 03 Strong local presence across the entire entertainment value chain, we are expecting to launch two (2) new initiatives in the near future, with an inaugural year-end countdown party targeted end-2022 and an annual exhibition fair showcasing 'Wedding & Interior' themes targeted to take place around April 2023
- 04 Effective in establishing strong relationships with our clients and in our steady execution of major contract wins, as evidenced by our diverse base of clientele which includes Mediacorp, statutory boards such as People's Association as well as leading brands such as Asics, Puma, Audi, and Marina Bay Sands





# 3. KEY INVESTMENT HIGHLIGHTS



## ESTABLISHED PORTFOLIO OF ARTISTES



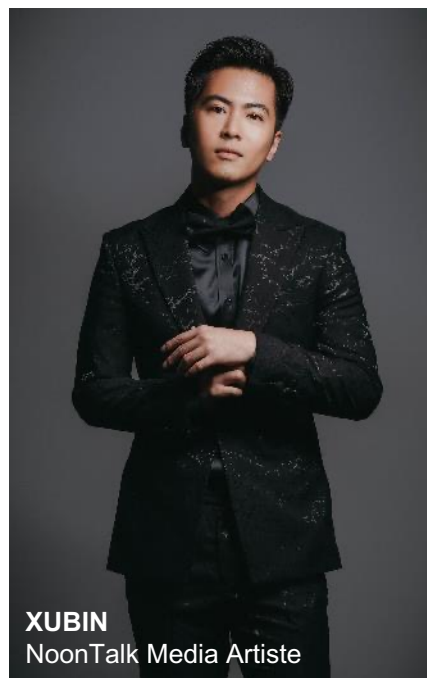
- Recognised as an All-Time Favourite Artiste in the Star Awards in 2021 by virtue of having won the Top 10 Most Popular Male Artiste award in the Star Awards 10 times
- One of the Radio Corporation of Singapore's (RCS) most popular Chinese language deejays and was voted Friday Weekly Singapore's "Most Popular DJ" five years in a row and YES 933's most popular DJ for three consecutive years at the biennial RCS Golden Mike Awards. He is a popular pick for hosting live events and shows such as the Lunar New Year Countdown, Star Awards, Star Search, as well as Renci and NKF charity shows. In 2012, he co-directed his first film, "Timeless Love"



95K



95K



- Made his acting debut in 2012, taking on a lead role in the Singapore movie titled "Timeless Love".
- In 2013, he was casted in his first television drama "Don't Stop Believin", which propelled him to stardom. In the same year, he was awarded Favourite Male Character at the Star Awards, Singapore's prestigious awards ceremony for the entertainment industry. In 2022, he achieved a career highlight when he won Silver at the New York TV & Film Festivals for the drama "My Mini-me and Me", as well as a nomination for Best Actor for "My Star Bride" at the 2022 Star Awards. At the 2022 Star Awards, he also won Favourite Male Show Stealer, Favourite Couple with one of his co-stars, as well as Top 10 Most Popular Male Artistes.



142K



235K



- She starred in her first Mediacorp drama when she was nine years old and rose to fame with her role in "On The Fringe" in 2011, for which she earned a nomination for Favourite Female Character at the 2012 Star Awards.
- She is an experienced actress with three movies and more than 10 drama productions under her belt. Despite taking a personal sabbatical in 2015, since her return to the media and entertainment industry, she was cast in significant roles and also made her singing debut with her first single, "Love Radio", in 2016. Kimberly Chia was also one of the nominees for the Top 10 Most Popular Female Artistes at the 2019 Star Awards.



535K



187K



- Made his breakthrough in 2014, in Mediacorp Channel 8's year-end blockbuster production "The Journey: Tumultuous Times"
- In 2019, Zong Zijie appeared as one of the award presenters for the 3rd LINE TV Awards ceremony by LINE TV Thailand, which recognises the significant achievements in the fields of music, television and drama by people in the Thai entertainment industry
- He was nominated for the Best Newcomer Award at the 2018 Star Awards for his outstanding performance in the drama serial "While We Are Young". Being well-versed in martial arts, Zong Zijie was able to leverage on his skills to secure a role in the Channel 8 drama, "The Good Fight", in 2019. Zong Zijie's passion and dedication for his craft shines through in all his roles.



73K



145K



- Known as Ryan Zheng, is a Chinese actor and television personality and was cast in numerous films, including "So Young", "My Lucky Star", "Personality Tailor" and "Ex-Files"
- He is a recurring cast member in the famous China variety show "Keep Running", otherwise known as Running Man China. For his contributions to "Keep Running", he was nominated and awarded the Variety Asian Star: Up Next at the International Film Festival & Awards Macao in 2018. He was nominated and awarded Best Supporting Actor in the China International Film Festival in London in 2015. He was also nominated and awarded the Most Anticipated Actor in the Chinese Film Media Awards in 2015.



45M



290K





# 4 / FUTURE STRATEGIES



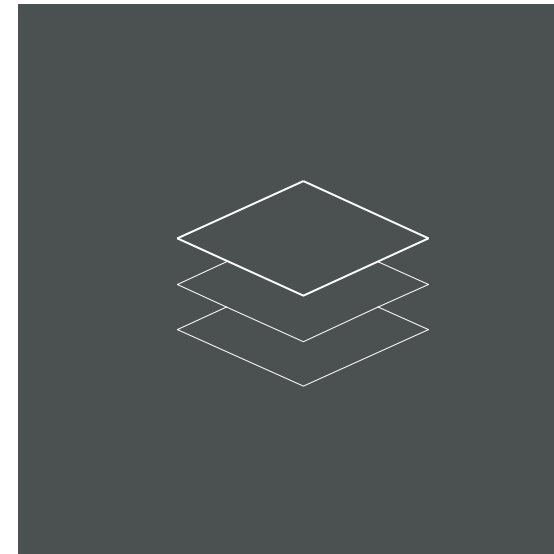
# 4. FUTURE STRATEGIES



## ROBUST STRATEGIC ROADMAP

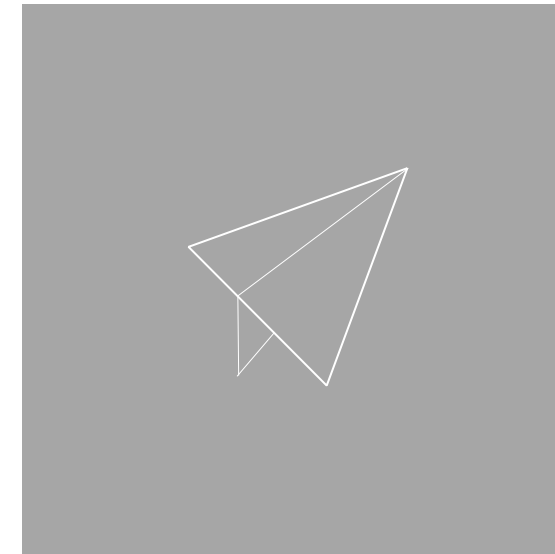
### EXTEND OUR REGIONAL FOOTPRINT AND PURSUE REGIONAL COLLABORATIONS TO BOLSTER OUR EXISTING SERVICE OFFERINGS

- Cultivate relationships and connections with existing and potential partners across Thailand, China, and APAC region
- Potential partnerships include movie and drama collaborations geared towards showcasing our talent pool of artistes to strengthen our market leadership in the APAC region



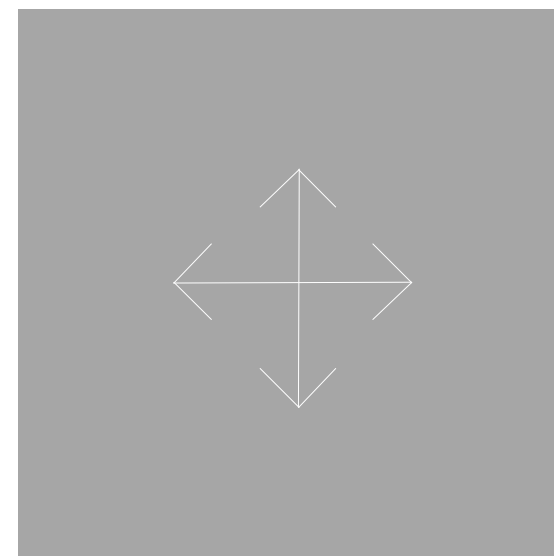
### FURTHER EXPAND OUR ARTISTE BASE REGIONALLY

- Continue to leverage our deep knowledge and connections within our industry and dedicate our resources to nurture our artiste pool
- Continue focusing on expanding our portfolio artistes by representing regional artistes



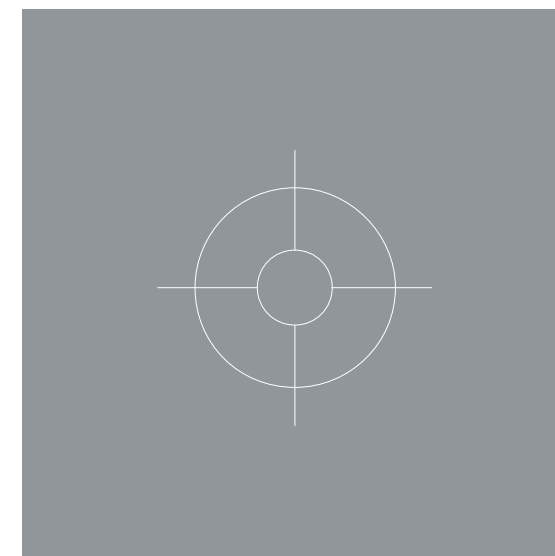
### INORGANIC EXPANSION VIA MERGERS AND ACQUISITIONS, JOINT VENTURES AND STRATEGIC INVESTORS

- Pursue strategic investments and acquisitions in production companies within the Southeast Asian region
- Includes production and post-production companies which are involved in the film and television industries



### DIVERSIFY INTO NEW BUSINESS OPPORTUNITIES WHICH ARE SYNERGISTIC WITH OUR EXISTING EXPERTISE

- Venturing into partnerships with companies in relevant industries such as MICE events, and concert promoters to jointly organize concerts featuring Thai, Korean and Chinese artistes and concert planning
- To further extend our capabilities to deliver end-to-end solutions to our clients

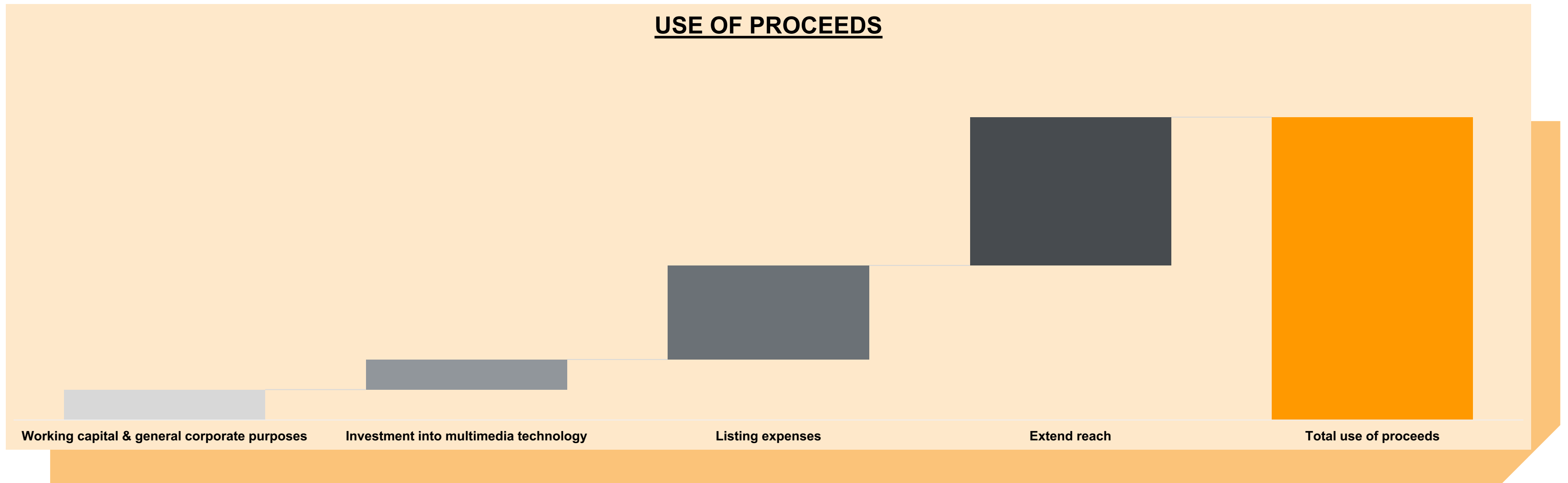


# 4. FUTURE STRATEGIES



WITH CLEAR USE OF PROCEEDS TO DRIVE GROWTH POST IPO

## USE OF PROCEEDS



### INVESTMENT

- Inorganic expansion via mergers and acquisitions, joint ventures and strategic investments
- Diversify into new business opportunities which are synergistic with our existing expertise

### EXTEND REACH

- Extend our regional footprint and pursue regional collaborations to bolster our existing service offerings
- Further expand our artist base regionally





# 5 / FINANCIAL HIGHLIGHTS

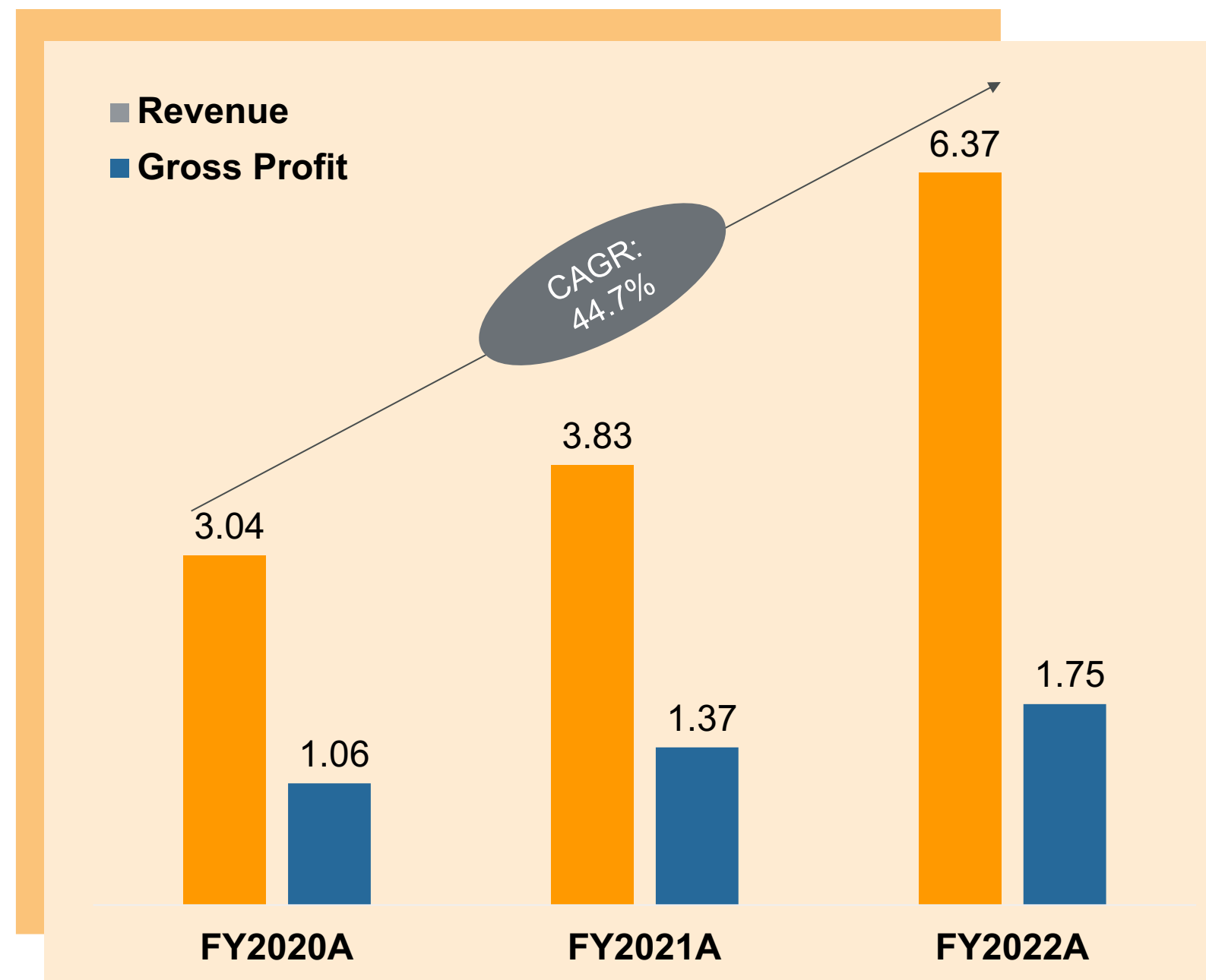


# 5. FINANCIAL HIGHLIGHTS



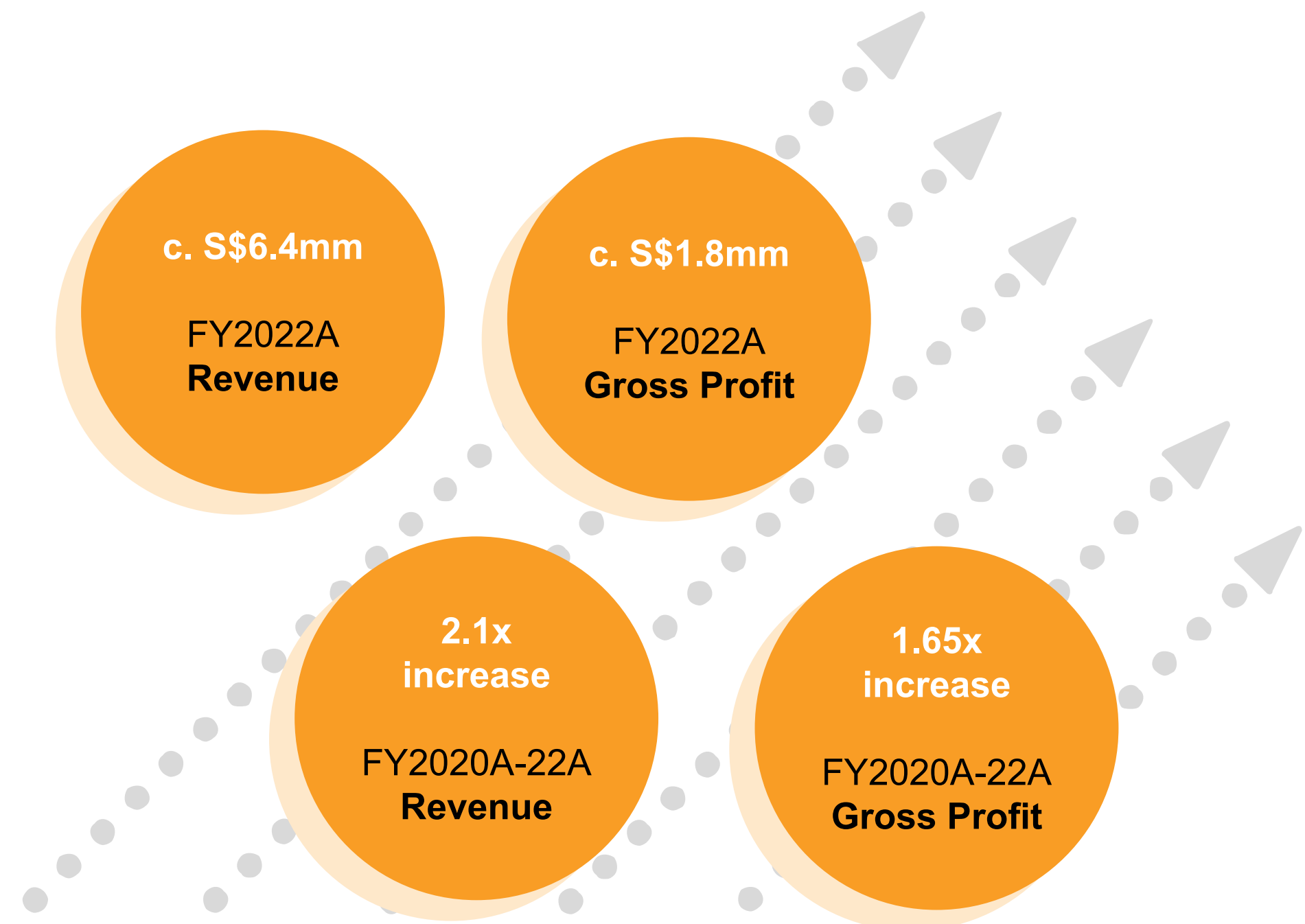
## STRONG FINANCIAL GROWTH

### SELECTED FINANCIALS<sup>1</sup> (S\$'MILLIONS)



(1) FYE June

### STRONG BUSINESS MOMENTUM

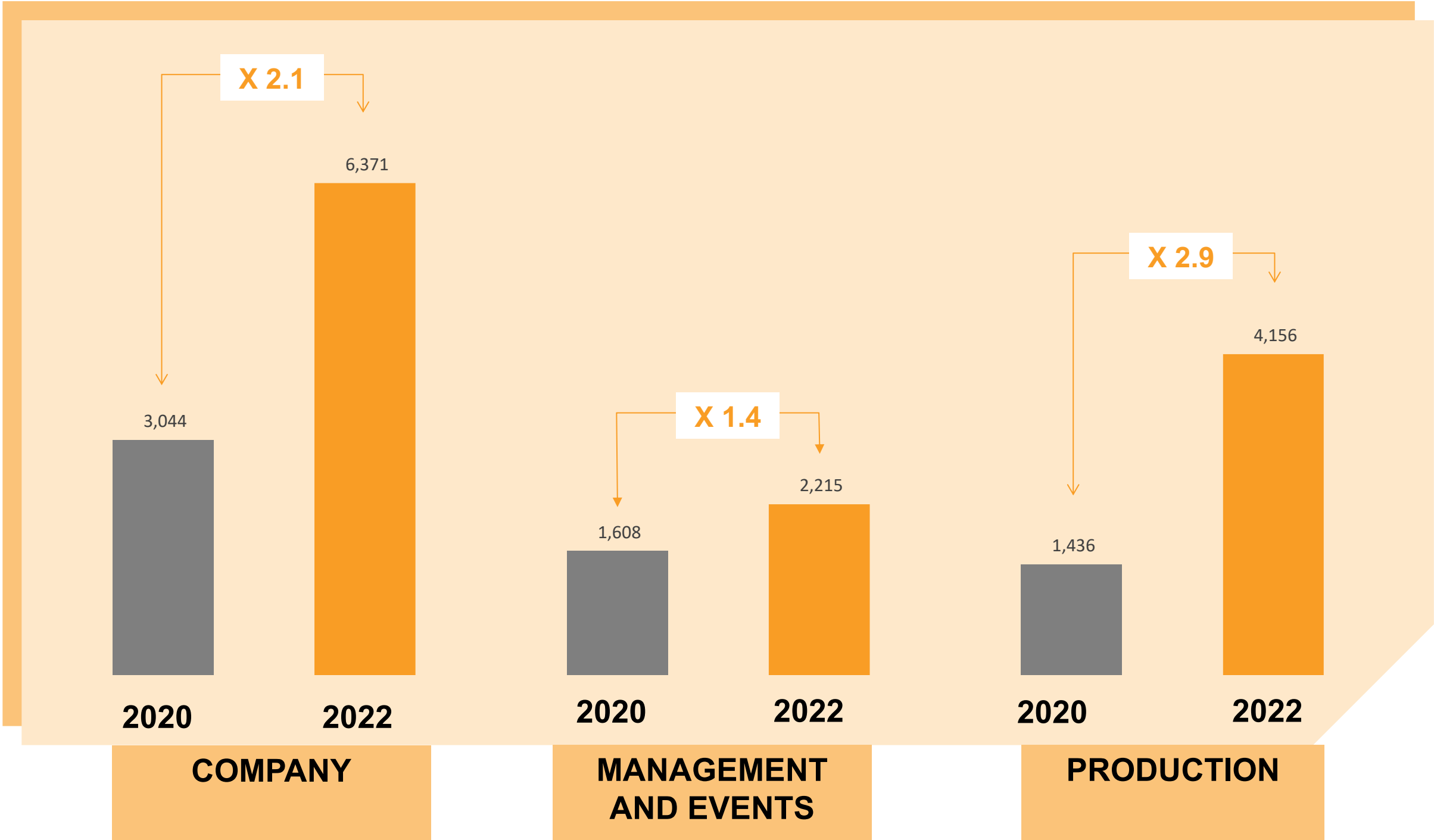


# 5. FINANCIAL HIGHLIGHTS



## B U S I N E S S S E G M E N T G R O W T H

KEY BUSINESS SEGMENTS ARE GROWING STRONGLY



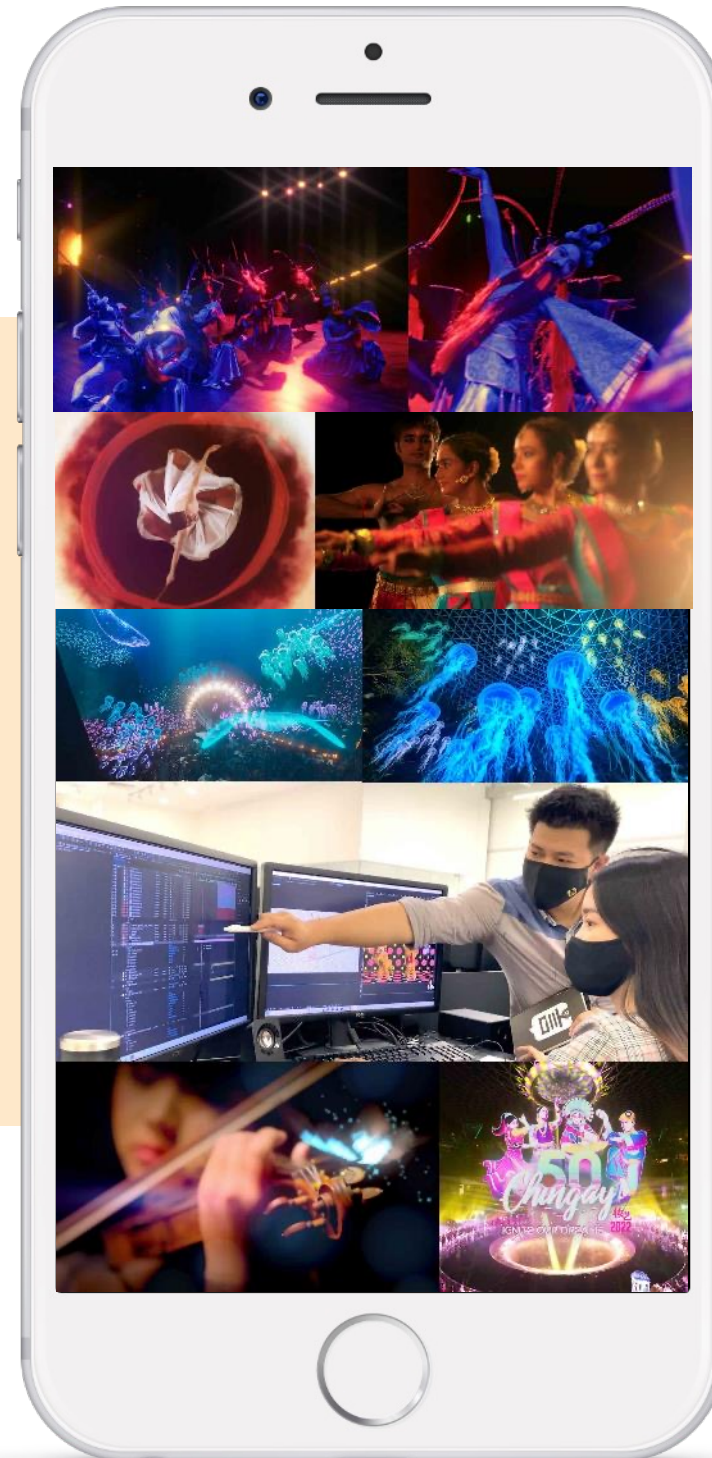


# 5. FINANCIAL HIGHLIGHTS



## PROSPECTS AND TARGET AREAS

- ✓ Strong demand for full-service media companies
- ✓ Market opportunities within Southeast Asia
- ✓ New opportunities from an evolving social media landscape
- ✓ Scale-up and strengthening of operations



HIGH-KEY EVENTS

FILM & DRAMA

CONCEPTUALISED  
EVENTS

CONCERTS





# 6 / QUESTION & ANSWER / Q&A



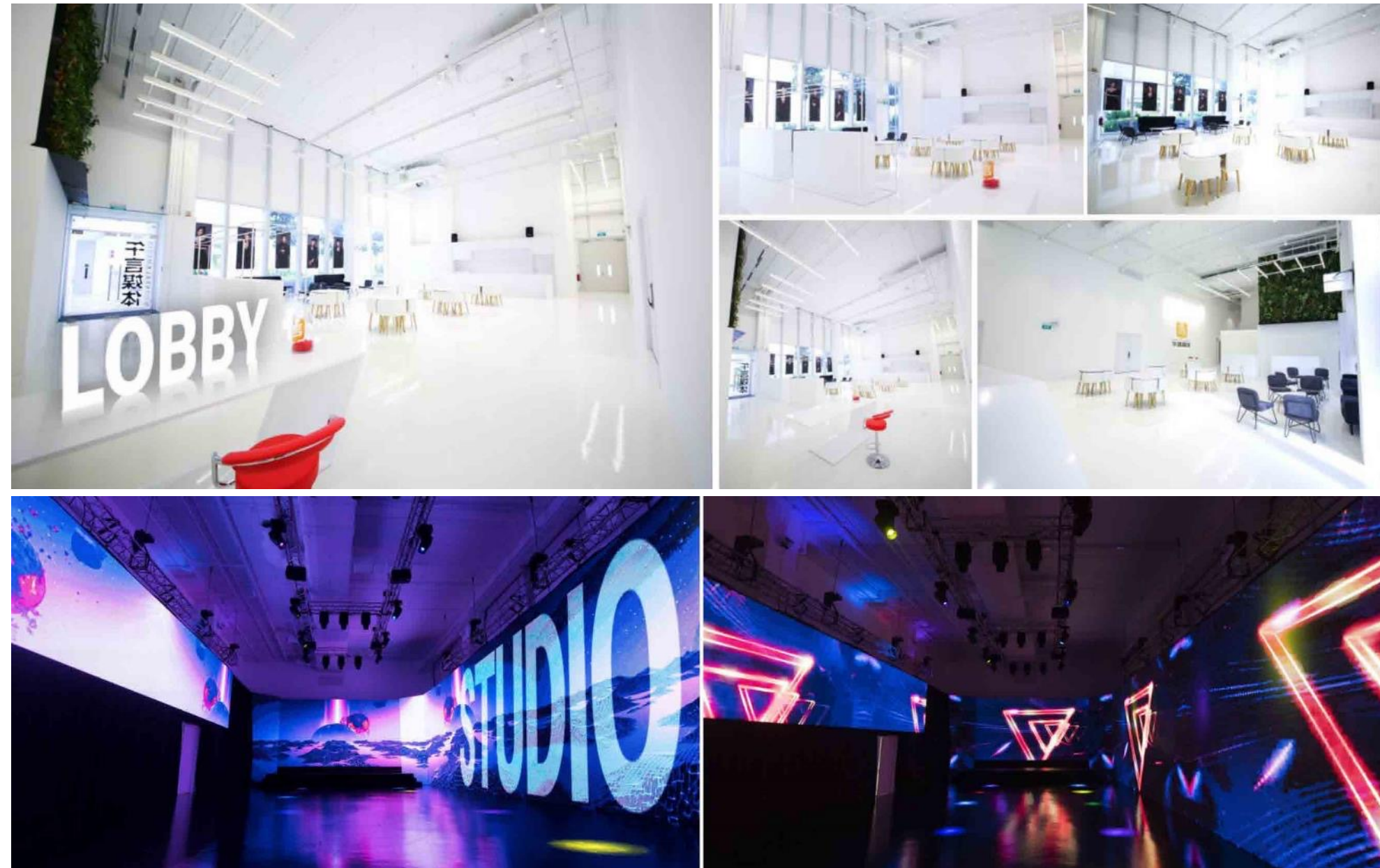
NOONTALK MEDIA LIMITED

# ANNOUNCEMENTS

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## NOONTALK MEDIA OPEN HOUSE SPECIAL INVITATION

(Saturday) 5<sup>th</sup> November 2022



NOONTALK MEDIA LIMITED

THE END



NOONTALK MEDIA

午言媒体

**NOONTALK MEDIA LIMITED**

CO Reg No. 201108844H

**BUILDING ADDRESS**

29 Media Circle

#01-04/05, ALICE@Mediapolis

Singapore 138565

**CONTACT OUR  
INVESTOR RELATIONS**

[ir@noontalk.com](mailto:ir@noontalk.com)