

PRESS RELEASE
For Immediate Release

Cityneon Partners With Blizzard Entertainment for Inaugural Hearthstone Championship Tour Stop in Singapore

*Making inroads into the esports arena through stronger collaboration with Blizzard
Entertainment*



SINGAPORE, 3 OCTOBER 2018 - Mainboard-listed Cityneon Holdings Limited (SGX:5HJ) (“Cityneon”, the “Company”, “城贸控股有限公司” /collectively with its subsidiaries, the “Group”) is pleased to announce its partnership with Blizzard Entertainment, Inc (“Blizzard”) for the inaugural Singapore stop of the Hearthstone Championship Tour (“HCT”) held at Suntec City Exhibition and Convention Centre Oct. 5 through 7, 2018.

The HCT event in Singapore is also supported by other leading industry players such as Singtel Group and Razer Inc, and will be part of the PVP Esports Championship, an international multi-titles esports league. Over the three days, a total of 128 players will kick off the battle of wits, and compete against each other in this Grand Prix tournament for glory and victory, as well as cash prizes to be won.

With more than 70 million players worldwide, Hearthstone® is Blizzard Entertainment’s internationally acclaimed, free-to-play digital card game designed for novice and veteran card-slingers alike. Players can choose from nine powerful hero classes and customize their decks with minions, spells, and weapons based on the unique fantasy of the Warcraft® universe. Featuring a variety of game modes ranging from epic head-to-head duels to story-driven solo adventures, Hearthstone offers a vibrant and rewarding experience stacked with strategy, personality, and fun.

Cityneon Executive Chairman & Group CEO Ron Tan said, “We are again honoured by the opportunity to work with another giant of its industry, Blizzard Entertainment. The partnership is a natural extension of our expertise from working with movie to game studios. We are charged up with the prospect of applying our understanding and appreciation of



brands to one of the biggest names in the video gaming industry and look forward to exploring other avenues of transforming the brand experience.”

“We believe this is a strong recognition to our established track record as brand custodian and a testament to our continued success in building relationships with leading intellectual property brands from multibillion dollar market cap companies such as Disney, Hasbro, Marvel and Universal. This will be a springboard to greater opportunities ahead as we continue to leverage on our international presence, expertise, credentials and relationships with existing studios and global partners to deliver future eSports events and experiences worldwide.” Mr Tan added.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*[®], *Hearthstone*[®], *Overwatch*[®], the *Warcraft*[®], *StarCraft*[®], and *Diablo*[®] franchises, and the multi-franchise *Heroes of the Storm*[®], Blizzard Entertainment, Inc. (www.blizzard.com), a division of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment software renowned for creating some of the industry’s most critically acclaimed games. Blizzard Entertainment’s track record includes twenty-two #1 games* and multiple Game of the Year awards. The company’s online gaming service, Blizzard Battle.net[®], is one of the largest online-gaming services in the world, with millions of active players.

*Sales and/or downloads, based on internal company records and historical reports from key distribution partners.

About Cityneon Holdings Limited

As a leading service agency, Cityneon specialises in crafting quality customer and brand experiences in the fields of Interior Architecture, Events, Exhibitions, Theme Parks and Intellectual Property Rights from the major studios: Marvel Avengers S.T.A.T.I.O.N. exhibition, Hasbro Transformers Autobots Alliance and Jurassic World: The Exhibition.

Cityneon is committed to high excellence, precision and creativity, and is uniquely proficient in the conceptualisation and creation of immersive attractions, theme parks and exhibitions featuring state-of-the-art technologies and immersive storytelling.

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon (SGX:5HJ) has been listed on the Mainboard of the Singapore Stock Exchange since 2005, and is included in the Morgan Stanley Capital International, Inc (NYSE: MSCI) and MSCI Global Micro Cap Indexes–Singapore Index. Cityneon is also included in the Singapore Government’s Central Provident Fund Investment Scheme (CPFIS) that allows investors to invest in the Company via its Central Provident Fund’s (CPF) Ordinary Accounts in Singapore. For more information, please visit www.cityneon.net.