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AN ALL-NEW HANDS-ON INTERACTIVE EXPERIENCE!

TRANSFORMERS: THE EXPERIENCE
WORLD DEBUT IN NORTH AMERICA SUMMER 2022
CHINA TOUR SOON TO FOLLOW

Singapore and Las Vegas, NV, USA. October 25, 2021 -- Attendees of Hasbro Pulse Con 2021 were the first to hear the Cityneon and Victory Hill Exhibitions announcement of **TRANSFORMERS: THE EXPERIENCE**. Excitement is building as this state of the art, immersive exhibition is set to debut in North America in Summer 2022, followed by a tour throughout the region. A second unit will launch in China in Q4 2022. Launch cities will be announced in the future.

Explore a universe where there's... More Than Meets the Eye at **TRANSFORMERS: THE EXPERIENCE**. Guests are invited to test their skills – and their courage – as they pick a side in the intergalactic battle between the valiant Autobots and the underhanded Decepticons. With hands-on interactives and high-tech immersion, the Transformers world comes to life like never before. The experience sweeps guests across the universe to train alongside iconic heroes like Optimus Prime and Bumblebee, and score victories against villains like Megatron and Starscream. With the fate of the TRANSFORMERS robots at stake, which side will you choose? Come experience this memorable and shareworthy adventure for all!

The TRANSFORMERS franchise has become a global entertainment brand with millions of fans, a storied legacy, and a revered place in modern popular culture. The brand's enduring connection with fans crosses borders and spans generations through films and TV series, video games and toys, and live action experiences and theme park realms.

“We have been working with Victory Hill Exhibitions to create an experience that will immerse guests in the Transformers universe and wow them from the moment they enter,” said Matt Proulx, Head of Location Based Entertainment at Hasbro. “We’re excited for Transformers fans of all ages to discover that there’s more than meets the eye at Transformers: The Experience.”

Cityneon’s Executive Chairman and Group CEO, Ron Tan said, “Hasbro is one of the Group’s first partners in our foray into immersive experiences. Our partnership has come a long way and I am excited to see the newly created and multi-million dollar production - Transformers: The Experience premiere in North America and China in 2022.”

For more information about **TRANSFORMERS: THE EXPERIENCE**, visit transformerstheexperience.com.

CONNECT WITH CITYNEON:

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About Cityneon Holdings Limited:

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon was listed on the Mainboard of the Singapore Stock Exchange since 2005, and was privatized on February 2019 by West Knighton Limited, a company wholly owned by Cityneon’s Executive Chairman and Group CEO, Ron Tan, together with Hong Kong veteran entrepreneur and investor, Johnson Ko Chun Shun. Johnson is a capital markets veteran and has held controlling interests and directorships in many listed companies. In May 2019, Cityneon welcomed CITIC Capital as a new shareholder, who holds approximately 9% shares in Cityneon. CITIC Capital is part of CITIC Group, one of China’s largest conglomerates, and has over US\$29B of assets under its management across 100 funds and investment products globally. Other institutional shareholders of the Group include EDBI - a Singapore government-linked global investor, and Pavilion Capital - a Singapore-based investment institution which focuses on private equity investments, that made strategic investments to the Group in August and October 2019 respectively. In April 2021, Cityneon welcomed new investors Seatown Holdings International, Qatar’s Doha Venture Capital, which will now own approximately 4% of the Group, and other financial institutions and family offices in Singapore and China, joining the already strong stable of shareholders to support the Group's further expansion globally. For more information, please visit www.cityneongroup.com.

About Victory Hill Exhibitions:

Victory Hill Exhibitions is a subsidiary of Cityneon Holdings and is the worldwide leader in producing Hollywood IP exhibitions. Their offerings include JURASSIC WORLD: THE MOVIE EXHIBITION in Guangzhou and Shanghai, China; JURASSIC WORLD: THE EXHIBITION in Dallas, Texas; Marvel Avengers S.T.A.T.I.O.N. in Las Vegas, Toronto, and Seoul; AVATAR: THE EXHIBITION in Chengdu, China; and The Hunger Games: The Exhibition in Las Vegas.

As a global IP management company which strives to create interactive exhibits that attract visitors and have educational value, Victory Hill with its 25 years of experience and cooperation with pioneers in technology from around the world, is able to create astounding interactive experiences, and can adapt to satisfy each and every unique need of our clients.

About Hasbro:

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through eOne, its independent studio; and gaming, led by the team at Wizards of the Coast, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media and one of the World's Most Ethical Companies by Ethisphere Institute. Important business and brand updates are routinely shared on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

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About Transformers:

TRANSFORMERS is a global blockbuster franchise with millions of fans around the world. Since 1984, the battle between the Autobots and Decepticons has come to life in movies, TV shows, comic books, innovative toys, and digital media, bringing incredible...MORE THAN MEETS THE EYE...experiences to fans. The brand's enduring connection with fans is made possible by its rich storytelling and characters: the heroic Autobots who seek to protect all life, and the evil Decepticons who seek to conquer the universe. Transformers is a Hasbro franchise.

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