

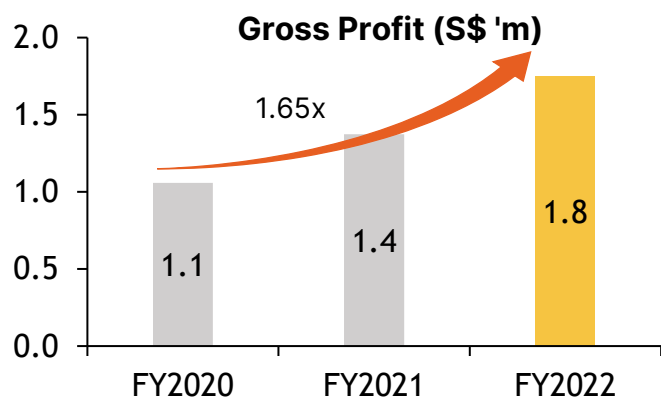
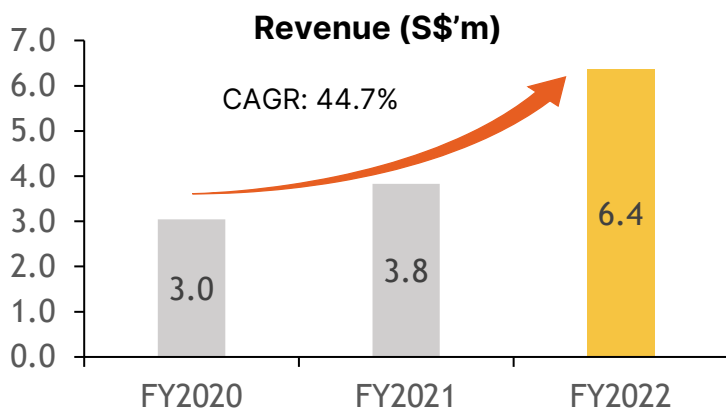
COMPANY PROFILE

NoonTalk Media Limited (“**The Company**”) is a Singapore-based media entertainment company that specialises in artiste and talent management, multimedia production and event conceptualisation. It aims to be Singapore’s leading media agency with a vast portfolio of entertainment content that adds value to the vibrant media landscape in Singapore. As demand for Chinese-language media productions soars, the Company is deeply focused on developing strategic ties in this niche. With a comprehensive suite of service offerings under its belt, NoonTalk Media has established itself as a one-stop provider of high-quality events and entertainment solutions tailored specifically to their client’s needs.

KEY PRODUCTS & SERVICES

Core Business Segments	Product/ 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 content	Producing television dramas and events Delivery of media contents Distributor rights	65.2% of FY2022 Revenue
	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		
MANAGEMENT AND EVENTS	Management of artistes and talent	Manages both freelance and in-house artiste	Artiste participation in events, advertisements, television dramas, movies and other entertainment content Rental of studio and engagements of equipment Event planning and management	34.8% of FY2022 Revenue
	Management of studio venue and equipment	In-house studio 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 livestreaming events		

KEY FINANCIAL HIGHLIGHTS



COMPETITIVE STRENGTHS



Cutting-Edge Multimedia Production Capabilities

NoonTalk Media offers end-to-end production solutions to clients, from staging traditional live events to fully digitalised productions. With its team of in-house technical experts and war chest of state-of-the-art production studio equipment, NoonTalk Media has consistently demonstrated its capabilities as a one-stop provider of a wide spectrum of media solutions.

The company's most notable projects include Chingay, ChildAid, as well as bespoke events for Marina Bay Sands.



Uniquely Positioned To Provide A Full Spectrum Of Media Production Solutions

NoonTalk Media has developed an expansive range of on-site capabilities that addresses the entire entertainment value chain – artiste management, multimedia production, conceptualisation and management of events. Over the years, the Company has diversified into live streaming and virtual events, having handled >200 live-stream events to date.

With good insights into prevailing media trends, NoonTalk continues to leverage cutting-edge technology to customise its offerings to differentiate itself from the competition.



Experienced Leadership Team

NoonTalk Media's management team has an established track record and in-depth media and entertainment expertise across the entire business value chain.

Executive Director and CEO, Mr. Dasmond Koh, is a seasoned veteran in the local entertainment scene with numerous accolades and deep relationships across Asia's entertainment industry.

Executive Director and COO, Mr. Jed Tay, has vast experience in the creative industry. Previously, he directed numerous high-profile projects, such as National Day Parade, Shopee Super 9.9 Shopping Day Phua Chu Kang, the ChildAid Charity Concert, the Chingay Parade as well as Resorts World Sentosa – Halloween Horror Nights.



Strong and Diverse Clientele Base

NoonTalk Media has established strong client relationships through its steady execution of major contracts. Its recurring clients include Mediacorp, People's Association, Asics, Puma and Marina Bay Sands.

In response to its strong presence in Southeast Asia, NoonTalk has received significant interest from potential partners. Currently, the company also has two new initiatives in development – an inaugural year-end countdown party in end-2022 and an annual "Wedding & Interior" exhibition fair targeted to take place in April 2023.



Established Portfolio Of Artistes

The Group has been highly effective in identifying and nurturing a vibrant base of artistes. Its pool of artistes includes the likes of Xu Bin and Kimberly Chia, who have won numerous local accolades. Beyond Singapore, the Group works with overseas stars, such as Zheng Kai, who has a substantial fanbase of 45 million followers on the Chinese microblogging platform, Weibo.

The Directors intend to recommend and distribute dividends of a minimum of **20%** of the Group's profit attributable to owners of the Company in FY2023 and FY2024.

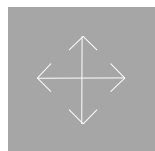
FUTURE PLANS



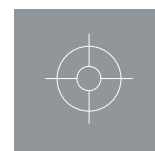
Extend Regional Footprint and Collaborations



Expand Regional Artiste Base



Inorganic Growth



Synergistic Opportunities