



PRESS RELEASE

FOR IMMEDIATE RELEASE

Haitong International Acts as Joint Placement Agent for Goodwill Entertainment Holding Limited's Listing on the SGX-ST

Singapore and Hong Kong, 15 November 2024 – Acting as the Joint Placement Agent, Haitong International successfully assisted Goodwill Entertainment Holding Limited (“Goodwill Entertainment”, Stock Code: GEH) in completing its placement and listing on the Singapore Exchange Securities Trading Limited (“**SGX-ST**”).

Goodwill Entertainment provides a diversified entertainment experience in Singapore. Its brands include "HaveFun Family Karaoke", "FATEbyhavefun", and "HaveFun Live Show", which bring immersive interactive entertainment experience to customers. Its flagship store "FATEbyhavefun", which is located along Singapore's famous Orchard Road, creates a seamless nightlife space, combining music and dance to offer a diversified and integrated experience. "HaveFun Live Show", which is located in Bugis, is Singapore's first live show venue that integrates up close interaction and cutting-edge audio-visual technology. It is equipped with 8,000 lights and state-of-the-art audio-visual equipment, delivering a cinematic and immersive concert-like experience. It can accommodate 400 spectators and is a joint venture between Goodwill Entertainment and Hezong Pte Ltd.

During the marketing period, Haitong International leveraged its in-depth understanding of Goodwill Entertainment and rich experience in project execution to organise a series of roadshows through strong collaborations between the execution team in Singapore and the Equity Capital Markets and the Private Wealth Management teams in Hong Kong. This successfully introduced a number of high quality investors, and assisted the company in achieving oversubscription. This placement attracted well-known institutions in Singapore, such as Asdew Acquisitions, ICH Capital, and K-IX Capital, to participate as anchor investors. The final placement price was S\$0.20 per share, and the total amount raised reached S\$12 million.

Goodwill Entertainment has successfully addressed the pain points in the family entertainment spaces market, met the demand for high quality, family-friendly entertainment venues, and promoted family gatherings and shared entertainment experiences. In the future, Haitong International will continue to support the sustained development of its diversified entertainment business by providing a comprehensive range of financial services to Goodwill Entertainment while utilising the cross-regional resources in the “One Haitong” approach.

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Haitong International Securities Group Limited

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Haitong International is well positioned to serve corporate, institutional, as well as high-net worth clients worldwide. Its well-established financial services platform provides a full spectrum of financial offerings including private wealth management, corporate finance, asset management and global markets businesses. Haitong International possesses a sound risk management system that is in line with international standards. Haitong International is also a high performer in terms of ESG and corporate governance. It has been assigned an "A" in ESG rating by MSCI. Haitong International has a global financial servicing network covering the world's major capital markets including Hong Kong, Singapore, New York, London, Tokyo, Mumbai and Sydney, thereby making it a world-class Chinese financial institution with international competitiveness, systemic importance and brand influence.

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