

Thursday 21st July 2016

PRESS RELEASE

Lai Sun Group Appoints Village Roadshow to Operate Lionsgate's First Immersive Experience Center

Village Roadshow Theme Parks is jointly announcing a partnership with **Zhuhai Hengqin Laisun Creative Culture City Co. Ltd.**, which is owned as to 80% by Lai Fung Holdings Limited and 20% by eSun Holdings Limited and both are members of the Lai Sun Group, to operate Lionsgate's first themed immersive experience center at Novotown in Hengqin, Zhuhai, the People's Republic of China, 5 minutes from the closest Macau border. Novotown is set to open its doors to the public by the end of 2018.

Spread across 22,000 square meters of premium indoor space, the immersive experience center will feature attractions, retail, and dining experiences themed around some of Lionsgate's most captivating global film franchises, including *The Hunger Games*, *The Divergent Series*, *Now You See Me*, and three additional properties yet to be announced.

Village Roadshow Theme Parks, the world renowned theme park operator with attractions across Australia and America, has been appointed by the Lai Sun Group, to consult during the construction phase of the Lionsgate-themed immersive experience center in Novotown, oversee the preopening and operate the experience center for a minimum of ten years.

Tim Fisher, Village Roadshow Theme Parks Chief Executive Officer, said: "We are tremendously excited to partner with the Lai Sun Group. The Lai Sun Group, Village Roadshow and Lionsgate share a cutting edge vision for the future of location-based entertainment, and we are confident that this collaboration of great companies will bring to life the global iconic brands of Lionsgate in an immersive environment that will provide the consumer with an unforgettable experience. At Village Roadshow Theme Parks, we are thrilled to have the opportunity to participate in this exciting venture, which is a testament to our capability to design, construct and operate themed parks on a global scale."

"We are very excited to partner with Village Roadshow, a renowned international theme park operator to manage the Lionsgate immersive experience center in Zhuhai Hengqin Novotown," said John Tse, Head of Hengqin Project of the Lai Sun Group. "Hengqin is a perfect location to develop creative culture and tourism. It is also Novotown's vision to become the cultural incubator within the region of Guangdong, Hong Kong, Macau and Taiwan."

Information

Village Roadshow Theme Parks is a world leading theme park operator providing some of the most thrilling entertainment, rides, and slides available anywhere in the world. Attractions include Warner Bros. Movie World, Sea World, Sea World Resort, Wet 'n' Wild, Paradise Country, and Australian Outback Spectacular. Village Roadshow Theme Parks has attractions across Australia and America and is a wholly owned subsidiary of Village Roadshow Limited. Village Roadshow welcomes over 28 million guests annually to our Theme Parks, Theatres and Resorts. Village Roadshow Theme Parks has been engaged to manage the design, development and operations of China's first Wet 'n' Wild Water Park in Haikou, on Hainan Island.

Zhuhai Hengqin Laisun Creative Culture City Co. Ltd. is owned as to 80% by Lai Fung Holdings Limited and 20% by eSun Holdings Limited and both are members of the Lai Sun Group. Zhuhai Hengqin Laisun Creative Culture City Co. Ltd. is the developer of a multi-phase development project known as Novotown.

Novotown is located at the heart of Hengqin, Zhuhai, the People's Republic of China, 5 minutes' drive away from the Hengqin Port that is closest to Macau. The project features a mix of cultural and entertainment attractions and positioned as a cultural and creative incubator for Guangdong, Hong Kong, Macau and Taiwan. On 30 October 2015, an agreement was entered into between Zhuhai Hengqin Laisun Creative Culture City Co. Ltd. and Lionsgate LBE, Inc., and iP2 Entertainment Holdings III, Inc. (the holder of a master license from National Geographic Society), respectively. Pursuant to which, an immersive experience center and a family edutainment center will be built at Phase I of the Novotown. It is expected that more than 5 million visits will be drawn within the first year of operation.

Lionsgate is a premier next generation global content leader with a diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, international distribution and sales, branded channel platforms, interactive ventures and games, and location-based entertainment. The Company has nearly 80 television shows on 40 different networks spanning its primetime production, distribution and syndication businesses. These include the critically-acclaimed hit series *Orange is the New Black*, the beloved drama series *Nashville*, the syndication successes *The Wendy Williams Show* and *Celebrity Name Game* (with FremantleMedia), the breakout series *The Royals* and the Golden Globe-nominated dramedy *Casual*.

The Company's feature film business spans eight labels and includes the blockbuster *Hunger Games* franchise, the *Now You See Me*, *Divergent* and *John Wick* series, *Sicario*, *The Age of Adaline*, Roadside Attractions' *Love & Mercy* and *Mr. Holmes*, Codeblack Films' *Addicted* and breakout concert film *Kevin Hart: Let Me Explain* and Pantelion Films' *Instructions Not Included*, the highest-grossing Spanish-language film ever released in the U.S.

Lionsgate's home entertainment business is an industry leader in box office-to-DVD and box office-to-VOD revenue conversion rates. Lionsgate handles a prestigious and prolific library of approximately 16,000 motion picture and television titles that is an important source of recurring revenue and serves as a foundation for the growth of the Company's core businesses. The Lionsgate and Summit brands remain synonymous with original, daring, quality entertainment in markets around the world. www.lionsgate.com

Contact:

For Lai Sun Group:
Ms. Mercury Wong
Phone: + 852 3974 6550
Mobile: + 852 5325 0002
Email: mercurywong@laifung.com

For Village Roadshow:
Mr. Mitchell Olivey
Phone: + 61 7 5573 8478
Mobile: + 61 403 279 973
Email: mitchell_olivey@vrtp.com.au

Photo



John Tse, Head of Hengqin Project of the Lai Sun Group (Left) and Tim Fisher, Village Roadshow Theme Parks Chief Executive Officer (Right), sign consulting services and management agreements for Lionsgate immersive experience center at Novotown.