



**MEDIA RELEASE ---- FOR IMMEDIATE RELEASE**

## **Cityneon reports S\$3.6 million net profit; prepares to further grow its international business and secure mega projects in the region**

- Achieved net profit attributable to shareholders of S\$3.6 million on the back of a marginal improvement in revenue to S\$41.7 million
- Confirmed sales order of approximately S\$17.2 million as at 22 February 2008
- Rewards shareholders with a first and final dividend of 1.44 cents per ordinary share

**Singapore, 22 February 2008** – SGX Mainboard-listed **Cityneon Holdings Limited** (“Cityneon”, “城贸展览” or the “Group”), a fast-growing exhibition and event management services provider, achieved net profit attributable to shareholders of S\$3.6 million for the financial year ended 31 December 2007 (“FY2007”). The Group geared its marketing efforts in order to further grow its international business and secure various mega projects for retail, commercial and hospitality outlets, galleries and museums, and theme parks in the region.

*“FY2007 has been a good year but we believe FY2008 will be a more exciting year for the Group. More mega exhibition and events are hosted in even years compared to odd years.”*

*“Cityneon has truly expanded beyond local shores with more than 62% of our revenue coming from overseas markets like Middle East, Asia Pacific and Europe. Our presence in key MICE cities in the region will create sustainable growth platforms for our future.”*

**Mr Ko Chee Wah, Group Managing Director**

Revenue increased marginally to S\$41.7 million for FY2007 compared to the corresponding period in 2006 as a result of higher revenue contributions from all its subsidiaries except the Middle East subsidiary. Revenue from Middle East was boosted in FY2006 by a one-time seven mega contracts awarded to its Middle East subsidiary.

Gross profit declined marginally to S\$17.6 million due to an overall increase in our project costs resulting from the strengthening of Euro and the weakening of US dollars.

Marketing and distribution costs increased 34.9% to S\$1.7 million in FY2007 compared to S\$1.3 million in FY2006. This is due to the increased marketing efforts to expand the Group's business network to new market niches as well as to global marketing costs in securing potential new customers.

As a result of the above, net profit attributable to the shareholders declined to S\$3.6 million.

Going forward, the Group is confident of continuing to improve on its performance in revenue and profits, especially in the key markets where the Group has been dominant in. The Middle East operations, which contributed almost 35% of the total revenue in FY2007, will continue to drive future growth for the Group.

As at 22 February 2008, the Group has achieved confirmed sales order of approximately S\$17.2 million.

Barring unforeseen circumstances, the Group will endeavour to do its best to improve our revenue and earnings for FY2008.

### **Rewarding Shareholders**

Not forgetting shareholders for their loyal support, the directors are recommending a first and final dividend of 1.44 cents per ordinary share.

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## **About Cityneon Holdings Limited (“Cityneon”)**

Cityneon Holdings Ltd (“Cityneon”) was listed on SGX-SESDAQ on 7 December 2005 and upgraded to SGX Mainboard on 22 January 2008. Cityneon is a Singapore-based provider of exhibition and event management services to meet the needs of international exhibitions, trade shows, conferences and events. The company has subsidiaries in the Middle East, Malaysia and the People’s Republic of China where it is dedicated to servicing the meetings, incentives, conventions and exhibitions (“MICE”) industry. With a stellar 35-year track record of providing reliable, efficient and cost-effective services, Cityneon is constantly striving to maintain its position as a leading provider of event and exhibition services in the global market place.

For more information, please refer to the website, [www.cityneon.net](http://www.cityneon.net).

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Issued for and on behalf of Cityneon Holdings Ltd  
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