



**CITYNEON HOLDINGS LIMITED**  
(Incorporated in the Republic of Singapore)  
(Company Registration No.: 199903628E)

**For Immediate Release**

## **CITYNEON'S SHARES RESUMES TRADING ON TUESDAY**

- *Successful share placement follows takeover by Star Publications*
- *Order book for 2009 and beyond more than double to S\$110 million*

**Singapore, 28 September 2009** – Cityneon Holdings Limited, whose shares will be relisted on Tuesday on the Singapore Exchange (SGX), today reported a more than doubling of its order book to S\$110 million from \$52 million in January.

The leading provider of events and exhibition services in Asia and the Middle East, said its order book to 2012 is also more than twice its total revenue for FY2008. It expects to charge about 70% of the order to revenue for the current financial year ending Dec 31, 2009.

The company released the latest value of contracted projects on the eve of the resumption of its share trading which came after the successful placement of 8,542,000 shares, or 9.6% of its existing issued share capital. The placement was necessary to meet a SGX listing requirement for at least 10% of a company's shares to be in public hands.

After the placement, 579 shareholders who are members of the public will hold 10,424,672 shares representing approximately 12% of its existing issued share capital.

Cityneon's shares have been suspended since November 2008 after a successful voluntary cash offer for the company's shares by Malaysia's Star Publications (M) Bhd, resulted in more than 90% of the shares held by Star and its concert parties.

Prior to the placement, Star owned about 69% of Cityneon's existing issued share capital while directors Ko Chee Wah and Lim Poh Hock, both concert parties in the Star offer, control 29%. The shareholdings after the placement are as follows: Star, 59%, Mr Ko and Mr Lim, 29%, and the public, 12%.

Mr Ko, Group Managing Director of Cityneon, said: "We are pleased with the successful placement and the resumption of share trading tomorrow. It marks a new exciting chapter in our corporate history under the Star Media group.

"We look forward to creating synergies between our business and that of Star, particularly in Malaysia where the market for events, exhibitions and thematic installations, offers exciting opportunities."

Mr Ko added that Star's backing will further strengthen the company's credentials when bidding for new projects. He disclosed that the company has clinched two new contracts at the World Expo Shanghai 2010 - \$11 million deal to build the Qatar pavilion and a \$13 million contract for the Indonesia pavilion. When completed, the pavilions will showcase each country's history and transformation into a powerful and lasting example of sustainable and harmonious urban living.

These two contracts will bring to a total of three pavilions that Cityneon is designing and building for the World Expo. In April this year, the firm announced it has been awarded a \$13 million contract to build the Oman pavilion.

Other Cityneon's projects contributing to the growing order book include a previously announced \$43 million deal to build five attractions at Universal Studios Singapore in Resorts World at Sentosa and a five-year \$6.2 million contract to supply ground protection and furniture fit-out for Singapore's F1 race in September.

The company was also the main contractor for the Qatar Career Fair 2009 which generated a total revenue of \$2.3 million for all works done at the show. In addition, it will also design and build booths for the Oman Tourism Roadshow across nine different countries.

Notable projects completed this year include the 16<sup>th</sup> Middle East Oil & Gas Show & Conference in Bahrain and “The Sultanate of Oman Showcase” at the Geneva Festival.

Ongoing projects in Singapore include a country-wide roadshow for a leading local telecommunications company, and turn-key services for the design and construction of a gallery at a local tertiary institution.

Commenting on the latest order book numbers, Mr Ko said: “I am proud of our robust order book and the contracts we won. These numbers demonstrate our ability to provide a world class service and experience for our clients in Asia and the Middle East.

“We will continue to work hard to secure more contracts while paying close attention to delivering excellence and to ensure that we build a solid track record of our achievements in this field.”

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**About Cityneon Holdings Limited**

SGX mainboard listed Cityneon Holdings Limited is a leading service provider of exhibitions, events, interior architectures and themed attractions, with operations in Singapore, 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 close to 40 years of servicing its international clientele, comprising renowned multi-national corporations and state-government agencies, it has a stellar track record of providing reliable, efficient and cost-effective solutions through excellent customer service. Cityneon is constantly striving to maintain its position as one of the most established companies in the global market-place.

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

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