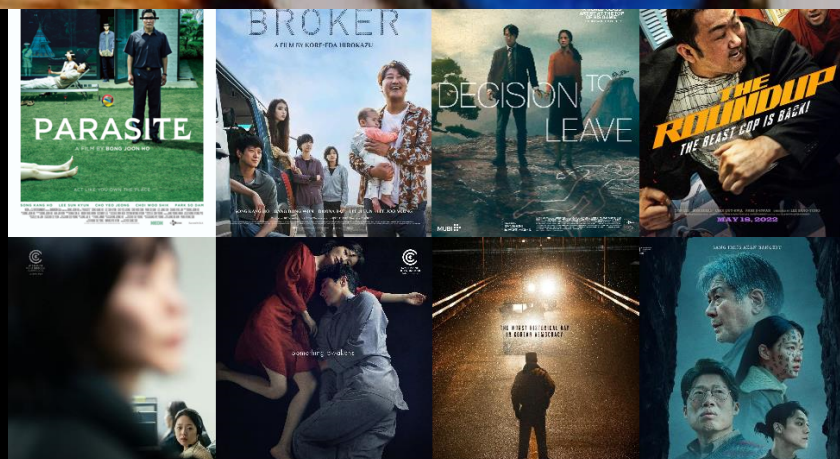


DEAL ANNOUNCEMENT

Maybank Asset Management Singapore together with Solaire Partners launched our first Asian Korean content fund in Singapore.

- ▶ Issuer: Solaire Partners Korea
- ▶ IRR: 15% p.a.
- ▶ Tenure: 4+1+1 years
- ▶ Size: US\$50M
- ▶ Lead Manager: Maybank Asset Management Singapore (MAMS)



About the K-WAVE Fund

The K-Wave Fund, launched in April 2024, offers a unique opportunity to access the Korean entertainment market. Managed jointly by MAMS and Solaire Partners, the fund operates with an investment period of 4 + 1 + 1 years, requiring a 100% initial capital call. It targets assets within the Korean entertainment industry, focusing on Korean movies, dramas and content companies. The fund has a 15% target IRR and aims to capitalize on the rapid growth and global appeal of Korean media. MAMS, with regional stakeholders in GB and CFS, target to raise US\$30m over 6 months through the HNWI, Family Offices & Institutions in the ASEAN region.

Opportunities for ASEAN investors

Besides direct fund-related investment opportunities, the MAMS-Solaire partnership also establishes an initial content development platform for Korea's entertainment industry to collaborate with industry players in ASEAN. This collaboration can potentially enhance the production quality of the domestic industries in ASEAN, eventually providing strategic investment opportunities for institutional investors. Finally, for large corporations, this partnership provides an avenue to leverage off Korean content for product positioning and franchise development.

About Solaire Partners

Solaire Partners (the "Firm") is Korea's premier venture capital firm specializing in media and content. The firm aims to establish itself as a "Content Intellectual Property ("IP") Holder," by securing local and international fund investments in films, dramas, and other content-related assets.

Since its inception in 2017, Solaire Partners has actively invested in the Korean content industry, collaborating with prominent Korean financial institutions and entertainment industry players.

Notable projects

The firm's notable investments include acclaimed projects like 'Parasite', 'Sleep', '12:12 THE DAY', and 'Exhuma', totaling 197.1 billion won across 238 projects. Its recent integration into K-Enter Holdings and partnerships with entities such as Bidangil Pictures and The LAMP highlights its expanding influence and the broad industry interest it garners.

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Opportunities for Solaire Partners

Solaire Partners sees this development as a pivotal moment to showcase the growth potential of the Korean content industry. CEO Pyeung Ho Choi highlighted the importance of producing continuous superb IPs and securing funding to foster the expansion and sustained growth of the Korean content sector. He stressed the role of global financial capital in supporting fund investments and the focus of Korean content production companies on consistently delivering high-quality content.

CEO Choi anticipates that the creation of the offshore fund will catalyze the Korean content industry and fuel its global outreach, particularly by localizing content creation in the dynamic Southeast Asian market, which encompasses over 650 million people across Singapore, Indonesia, Vietnam, Malaysia, Thailand, and the Philippines.

Transaction & Client Engagement Team

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