THE PLACE HOLDINGS LIMITED

(Formerly known as Eucon Holding Limited)
(Company Registration No.: 200107762R)
(Incorporated in the Republic of Singapore)

INCREASE IN REGISTERED AND PAID-UP SHARE CAPITAL OF BJ VAST UNIVERSE CULTURE COMMUNICATION CO., LTD.

The board of directors (the "**Board**") of The Place Holdings Limited (the "**Company**", and together with its subsidiaries, the "**Group**") refers to the Company's announcements released on 1 January 2017 and 20 April 2017 (collectively, the "**Announcements**") in relation to the acquisition of BJ Vast Universe Culture Communication Co., Ltd. (the "**Subsidiary**") held through its 99.9% owned subsidiary, Xinghuironghui (Tianjin) Equity Investment Fund Partnership LLP, and the increase in registered and paid-up capital of the Subsidiary to RMB39,000,000, respectively.

The Board wishes to announce that the Company has further increased the registered and paid-up capital of the Subsidiary by RMB103,001,000 (equivalent to approximately S$21,001,700), from RMB39,000,000 to RMB142,001,000 (the "**Capital Increase**"). The purpose of the Capital Increase is to fund the working capital requirements of the Subsidiary.

The Capital Increase was funded by internal resources of the Company, and is not expected to have any material impact on the Group's consolidated net tangible assets or earnings per share for the financial year ending 31 December 2018.

Save as disclosed on the Announcements, none of the directors, substantial shareholders or controlling shareholders of the Company has any interest, direct or indirect, in the above transaction.

BY ORDER OF THE BOARD

Ji Zenghe
Executive Chairman and Chief Executive Officer

19 February 2018