

## **PRESS RELEASE**

### **SIMIEN GLOBAL PLC Proposed Acquisition of GVC Holdings Limited and Proposed Placing on London Stock Exchange Main Market to raise £1,010,000.00.**

#### **Change of name to Grand Vision Media Holdings Plc**

**London, 19<sup>th</sup> June 2018** – Simian Global PLC (the Company) today announces the acquisition of GVC Holdings Limited (GVC) to coincide with the raising of £1,010,000. Alongside the listing the Company announced a change of name to Grand Vision Media Holdings Plc (GVMH or the Group).

GVMH's mission is to become a leader in digital out-of-home media by deploying innovative display and marketing technologies at strategic, high-traffic locations.

GVC was founded in Hong Kong in 2014, when the founding directors identified the opportunity to deploy glasses-free 3D technology in digital out-of-home (OOH) media. The Directors chose cinemas as their first targeted OOH media platform to take advantage of the growth in cinema audiences in China in terms of box office, number of cinemas and number of viewers. To date 180 panels have been installed in more than 30 cities

The net proceeds of the placing will be used to purchase additional 3D panels and to fund the Group's expanded operations both in China and other markets with similar growth potential.

The digital signage market globally is expected to reach almost \$30bn by 2024, compared to approximately \$15bn in 2015. The Directors believe that this growth will be driven not only by new, higher resolution displays and new types of technology, but also by integrating digital displays with mobile devices and social media platforms.

Commenting on the listing, Jonathan Lo, Chief Executive Officer said, "GVMH is proud to be listing on the London Stock Exchange. This will provide us with a foundation on which to accelerate our growth in China and into new markets worldwide."

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## **Note to editors**

A background briefing document is also available on request

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