

BookMyShow brings Marvel Avengers S.T.A.T.I.O.N. to India for the first time ever

This World-Class Interactive Exhibition will tour Mumbai and Bangalore

National, September 4, 2019: Get ready to bring out the superfan within, as you get a chance to lift Thor's hammer, get a glimpse of Captain America's original Project: Rebirth pod and try on Iron Man's suit. BookMyShow, India's leading entertainment destination, along with Singapore-headquartered Victory Hill Exhibitions (a subsidiary of Cityneon Holdings), brings Marvel Avengers S.T.A.T.I.O.N. - the globetrotting Super Hero interactive exhibit to India for the first time ever. Powered by PayPal, the immersive experience and travelling exhibition will first be unveiled to audiences in Mumbai at Universal Square, High Street Phoenix, Lower Parel on September 19th and will go on until November 17th, 2019 before moving to Bangalore.

Tickets sales for the exhibit are now live exclusively on BookMyShow and also available on ground at High Street Phoenix. Users transacting online can avail special offers by choosing Paypal as their preferred payment option.

Avengers S.T.A.T.I.O.N. (Scientific Training And Tactical Intelligence Operative Network) is a unique exhibition which will let fans delve into the Marvel Cinematic Universe and the super-workings of each of The Avengers, as they train to become an agent of the S.T.A.T.I.O.N. As part of their training, fans will get an opportunity to interact with original props and characters straight from the big screen.

The specially constructed 20,000 square feet hangar hosts the multi-room interactive display and educational attraction. It will feature a range of Avengers facets like costumes, equipment, props, special effects, classified research, games, virtual reality and chemical experiences, all assembled to take Indian audiences into the back-story of each Super Hero and villain from the Marvel Cinematic Universe. Throughout the experience, visitors will interactively assemble an in-depth knowledge on each of their favourite Super Heroes to become part of a core combat support network for The Avengers team. Most recently, BookMyShow created ripples with Marvel Studios' *Avengers Endgame* (the film) selling over 8.5 million tickets making it the highest performing Hollywood film on the platform. As the country's biggest online box office, BookMyShow's data repertoire of Avengers fans, their preferences, the platform's vast customer insight and analytics makes it the ideal partner to bring to India, Marvel Avengers S.T.A.T.I.O.N.

Excited about bringing this immersive experience to India, **Albert Almedia, COO - Live Entertainment, BookMyShow**, said, "The Marvel Universe is one of the most loved, celebrated and popular Super Hero series in the world and over the years, it has cultivated an extremely loyal fan base in India. It is this huge demand and growing fandom that we are looking to cater to. We are excited to bring a one-of-its kind experience by way of Marvel's Avengers S.T.A.T.I.O.N. – an exhibit that will give fans an opportunity to come closer to the Super Heroes they love and understand their world in an interactive fashion. Bringing this immersive experience to India adds to BookMyShow's array of world-class and internationally acclaimed live entertainment experiences that provide new and unique options to millions of our customers."

The interactive Marvel Avengers S.T.A.T.I.O.N. will allow visitors to explore the world of the Avengers by carrying out detailed examinations of the characters' history, genetics, technology, mission and personal profiles of the Avengers squad. Throughout the exhibit, visitors will become Agents and interactively equip themselves with undiscovered facets and in-depth knowledge about each of the characters. These Agents will then become part of a core combat support network for the Avengers. A first-hand experience will allow fans to explore the origins of their favourite Marvel Super Heroes' powers and the science behind these legendary characters and their transformation.



"Cityneon and Victory Hill Exhibitions are thrilled to be working with BookMyShow to bring Marvel's Avengers S.T.A.T.I.O.N. to Mumbai," said **Mark Kemper, Group Chief Corporate and Financial Officer, Cityneon**. "Our partnership allows Marvel fans in India an opportunity to experience the immersive exhibits we are known for worldwide, and we look forward to sharing the excitement of the Avengers with visitors of all ages."

Commenting on hosting Marvel Avengers S.T.A.T.I.O.N. exhibition at High Street Phoenix, **Rajendra Kalkar, President (West), The Phoenix Mills Limited** said, "Marvel's influence on pop culture is enormous, and the exhibition will focus on some of those incredible moments and is a perfect platform for its fan to come and connect with their favourite character. We are thrilled to be a part of it as it's a wonderful opportunity for all the fans to relive the experience of watching their favourite character live."

The entertaining and educational exhibition has been curated around S.T.E.M concepts (Science, Technology, Engineering, and Mathematics) in partnership with NASA, The Science and Entertainment Exchange (a National Academy of Sciences Program), Neuroverse, JPL and Gamedesk providing comprehensive educational attraction for teachers and students. An exploration of the science behind the film series that sits at the epicentre of the Marvel storytelling, is what curious students can take back from their experience here.

"Partnerships are at the core of everything we do. Our association with Marvel Avengers S.T.A.T.I.O.N. adds another exciting dimension to our partnership with BookMyShow. PayPal will now offer a convenient and safe payments experience for millions of Avengers fans." **Siddharth Dhamija, Head of Large Enterprise Business, PayPal**.

After successful runs in New York, Seoul, Paris, Singapore, Beijing, Taipei, London, Las Vegas and many other cities, Marvel fans in India will now get to experience the unstoppable excitement of Super Hero fever in Mumbai and Bangalore.

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on the ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com



About Victory Hill Exhibitions

Victory Hill Exhibitions is a subsidiary of Cityneon Holdings, and is an exhibition production company which strives to create interactive exhibits that attract visitors and have educational value. With 25 years of experience and cooperation with pioneers in technology from around the world, Victory Hill is able to create astounding interactive experiences, and can adapt based on our clients' needs to satisfy each and every unique need.

About Cityneon Holdings

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon was listed on the Mainboard of the Singapore Stock Exchange since 2005, and was privatised on February 2019 by West Knighton Limited, a company wholly owned by Cityneon's Executive Chairman & Group CEO Ron Tan together with Hong Kong veteran entrepreneur and investor Johnson Ko Chun Shun. Johnson is a capital markets veteran and has held controlling interests and directorships in many listed companies. On 14 May 2019, Cityneon welcomed CITIC Capital as a new shareholder whom holds 10.61% shares in Cityneon. CITIC Capital is part of CITIC Group, one of China's largest conglomerates, and has over US\$25 billion of assets under its management across 100 funds and investment products globally. For more information, please visit www.cityneon.net.

About PayPal

Fueled by a fundamental belief that having access to financial services creates opportunity, PayPal Holdings, Inc. (NASDAQ: PYPL) is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy. Our open digital payments platform gives PayPal's 286 million active account holders the confidence to connect and transact in new and powerful ways, whether they are online, on a mobile device, in an app, or in person. Through a combination of technological innovation and strategic partnerships, PayPal creates better ways to manage and move money, and offers choice and flexibility when sending payments, paying or getting paid. Available in more than 200 markets around the world, the PayPal platform, including Braintree, Venmo, Xoom and iZettle, enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies. For more information on PayPal, visit <https://www.paypal.com/about>. For PayPal Holdings, Inc. financial information, visit <https://investor.paypal-corp.com>.

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