



**NoonTalk Media Limited**  
(Company Registration Number:201108844H)

**For Immediate Release**

## **NoonTalk Media Signs On Three Thai Artistes to Tap Growth in Thailand’s Media and Entertainment Market**

- **The multi-talented artistes – Jet, Pentor and Lissa – are emerging talents in the vibrant Thai media and entertainment industry**
- **Thailand’s entertainment industry is forecast to achieve revenues of USD16.5 billion by 2025, with a CAGR of 4.5% from 2021 to 2025**

**SINGAPORE, November 1, 2023** – NoonTalk Media Limited (“NoonTalk Media”), a Singapore-based media entertainment company specialising in artiste and talent management, multimedia, film and drama production, as well as event conceptualisation and management, is pleased to announce that it has signed on three Thai artistes – Jet, Pentor and Lissa – to capitalise on the buoyant growth of Thailand’s media and entertainment industry.

### About the Artistes

**Jet (文豪)**, or **Somjet Saejang**, is a Chinese actor, model and singer born in Thailand. The 24-year-old successfully obtained a scholarship to pursue his studies at Wuhan University, from which he graduated with a degree in international relations. In 2018, Jet garnered media and public attention during the Tham Luang cave rescue expedition, where he volunteered as an interpreter for the Chinese rescuer teams.

Proficient in Chinese, Thai and Burmese languages, he made his acting debut in the 2022 television drama series “*Why You... Y Me?*”. This marked the beginning of an exciting chapter in his career, which includes brand endorsements, commercials, singing and modelling for international brands such as Cartier, Versace, Louis Vuitton, Gucci, Hublot and Pepsi. Jet has recently completed the filming for “*7 Days Before Valentine*”, a new drama in which he

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portrayed one of the male lead roles. The Thai drama will premiere in November this year.

**Pentor (杨斯维)**, or **Jeerapat Pimarnprom**, 24, is a Thai singer, dancer and actor born in Phuket and he speaks fluent Mandarin. He graduated from the Shanghai International Studies University and is a member of the boy group LAZ1 as well as an ambassador for Lazada. Pentor made his solo debut in March 2023 with the digital single "*Buzzkill*".

Pentor is currently involved in an upcoming new drama series titled "Mystique in the Mirror" where he plays one of the main lead roles in this supernatural romance drama.

**Lissa (李丽莎)**, or **Melissa Ann Wonson**, is a 22-year-old Thai-Australian singer and former member of the three-member girl group Hi-U. Fluent in English, Thai and Mandarin, she graduated from Thailand's Thammasat University where she studied journalism and mass communication. Lissa made her solo debut in July 2020 with the digital single "*Waiting for You*". She was cast in the Thai drama "*Destiny Seeker*" which debuted in February this year.

Lissa has recently participated in "*I Can See Your Voice Thailand*", a variety game show broadcast on Workpoint TV based on the highly popular South Korean programme of the same name.

NoonTalk Media is the artiste management agency for Pentor and Lissa, representing them in Singapore, and additionally acts as the agent for Jet in both Singapore and Malaysia.

Thailand's media and entertainment industry has witnessed remarkable growth in recent years, driven by digital transformation, streaming platforms, live music demand and film production. The rapid pace of digitalisation has revolutionised the sector, which according to PwC's Global Entertainment & Media Outlook 2021-2025, is forecast to reach THB600 billion (USD16.5 billion) in revenues by 2025, reflecting a 4.45% compound annual growth rate (CAGR) between 2021 and 2025.

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Driven by the rising internet penetration and the surging popularity of streaming platforms, consumers are increasingly seeking a diverse range of content and personalised entertainment experiences. Over-the-top (OTT) video has become the fastest-growing segment in Thailand's entertainment and media landscape, driven by a growing demand for on-demand video content.

Mr Dasmond Koh (许振荣), Chief Executive Officer of NoonTalk Media says, “NoonTalk Media is actively pursuing partnership opportunities within the region and we have identified Thailand as one of our key focus markets due to the significant growth observed in its entertainment and media industry. We see immense potential in Thailand, underscored by the increasing popularity of Thai dramas and films in Singapore. This recognition is exemplified by the positive responses we have witnessed at the fan meets we have hosted for visiting Thai artistes.”

“As part of our regional growth strategy, we strategically identify and nurture a diverse pool of multi-faceted artistes across Asia, with the goal of enhancing our market reputation and driving revenue growth. Streaming services and social media platforms have played a crucial role in promoting and connecting artistes to a broader audience, resulting in increased recognition of talents on the international stage. With this in mind, we are thrilled to represent these emerging Thai artistes – Jet, Pentor and Lissa – in this part of Asia. Their youthful charisma and proficiency in the Chinese language will strongly resonate with the teenage and young adult demographic in Singapore,” adds Dasmond.

In December, Jet and Pentor are slated to film a variety show in Singapore, produced by NoonTalk Media. Media interested in conducting interviews with the artistes may reach out to Ms Doris Boo, Lead Communications & Investor Relations at [doris.boo@noontalk.com](mailto:doris.boo@noontalk.com) to coordinate the interview.

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### **About NoonTalk Media**

NoonTalk Media Limited is a Singapore-based media entertainment company that specialises in artiste and talent management, multimedia, film and drama production, as well as event conceptualisation and management. The Company aims to be Singapore's leading media and entertainment platform in creating quality entertainment content and to inspire a vibrant media landscape in Singapore, with a particular niche in Chinese-language media productions.

The Company taps on its comprehensive suite of service offerings to be a one-stop provider of high-quality, bespoke events and entertainment solutions that can be adapted to suit the particular demands of its clients for any project.

For more information, please visit [www.noontalk.com](http://www.noontalk.com)

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