

For Immediate Release

Singapore to Host Inaugural International Chinese Film Awards This December

- An annual international Chinese film award initiated by Singapore, the Golden Singa Awards is set to emerge as the region's foremost cultural and entertainment platform within the next five years.
- The Golden Singa Awards will take place in December 2025, in conjunction with the Singapore Media Festival, which is hosted by the Infocomm Media Development Authority (IMDA).

SINGAPORE, June 23, 2025 – NoonTalk Media Limited (“NoonTalk Media” or “午言媒体”), 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 the inaugural launch of an international Chinese film award – Golden Singa Awards.

Organised by NoonTalk Media, the Golden Singa Awards (金狮大赏) will be, subject to the execution of definitive agreements, backed by Mr Ng Tse Meng (黄泽铭), Honorary Chairman of RuiFeng Wealth Management Pte Ltd (瑞丰财富管理私人有限公司). This strategic collaboration has been instrumental in advancing the development of the awards event, which will take place on December 1, 2025 in conjunction with the Singapore Media Festival – an annual event hosted by the Infocomm Media Development Authority (IMDA) between late November and early December.

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Mr Dasmond Koh (许振荣), Chief Executive Officer of NoonTalk Media cum Chairman of the Golden Singa Awards Committee says, “As a Singapore-owned media company, the launch of the Golden Singa Awards marks a significant milestone in our strategic growth — representing our first foray into staging an international event. The timing is especially meaningful, as the inaugural edition coincides with SG60, a national milestone that reflects Singapore’s journey and growing stature as a global city.”

“The Awards will serve as a high-profile platform to showcase cinematic excellence, honour outstanding talent and foster cross-border creative exchange. As a Singapore-based initiative, it also reflects our company’s broader strategy to elevate brand visibility and expand our presence in the Chinese media and entertainment landscape.

“Beyond the accolades and red carpets, the Golden Singa Awards will reinforce Singapore’s reputation as a trusted host for world-class events. It will amplify our nation’s international profile, enhancing its appeal as a premier destination for tourism, lifestyle, media and the arts,” adds Dasmond.

Mr Vincent Zhou (武貝), Vice Chairman of the Golden Singa Awards Committee adds, “Chinese-language cinema, with its rich cultural depth and rising global influence, deserves a dedicated platform to inspire cross-market collaboration. As an international hub with strong Chinese cultural roots, Singapore is ideally positioned to be a strategic center for the Chinese film industry — a vision shared by V Picture and NoonTalk Media. The Golden Singa Awards aims to spotlight filmmakers across Asia, elevate Chinese cinema globally and strengthen Singapore’s role as a regional media and creative hub.”

Establishing itself among Asia’s most prestigious film honours — including China’s Hundred Flowers and Golden Rooster Awards, Taiwan’s Golden Horse Awards and Hong Kong’s Hong Kong Film Awards — the Golden Singa Awards is set to emerge as the region’s foremost cultural and entertainment platform within the next five years.



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Industry veterans on board the Golden Singa Awards include Mr Tsai Sung-lin (蔡松林), a key figure behind the growth of the film industries in Hong Kong, Taiwan and Mainland China, who serves as Organising Committee Advisor. Mr Tsai is the founder of the film company 学者影业 and has been responsible for numerous box office successes, contributing to internationally acclaimed films such as *A Chinese Odyssey* 《大话西游》, *In the Mood for Love* 《花样年华》, *Ashes of Time* 《东邪西毒》 and *Farewell My Concubine* 《霸王别姬》.

Committed to champion homegrown brands, NoonTalk Media is proud to partner with RISIS (丽西施) as the Official Trophy Partner for the Golden Singa Awards. Renowned for its mastery of 24K Swiss Gold and precision craftsmanship, RISIS lends its artistic finesse and technical expertise to the creation of a bespoke trophy that reflects the prestige and spirit of the Awards. Founded in Singapore and acclaimed globally, RISIS brings a sense of authenticity and national pride to this distinguished celebration of regional cinematic brilliance.

Building on this commitment, NoonTalk Media is also pleased to have Allen & Gledhill LLP (安盛律师事务所), a distinguished Singaporean law firm with a notable presence in the Southeast Asian region, as the Official Legal Advisor. It is a top-tier award-winning law firm, with its Partners consistently recognised internationally for excellence in their respective fields.

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 demands of its clients.

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Investor Relations and Media Contact:

Ms Doris Boo (巫淑慧)

Lead Communications and Investor Relations

Mobile +65 9769 0506

Email doris.boo@noontalk.com