KanKan AI Chosen by AIO to Support "All-in-One" Solution for Analyzing and Forecasting Motion Picture Performance Across China Film Market

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Next-Generation AI Solution Will Support Data Insights Across all Stages of Film Lifecycle
Authorized by SARFT to Create Product using the Root Level Data of China's Film Market

LAS VEGAS, Aug. 1, 2018 /PRNewswire/ -- Remark Holdings, Inc. (NASDAQ: MARK), a diversified global technology company with leading artificial intelligence (AI) solutions and digital media properties, including Vegas.com, today announced that it has been chosen by Allinone (AIO), a leading big data marketing and consulting company serving China's film market, to support the industry's first and only full-process system covering data analysis, forecasting and consulting on film performance from pre-release to post-release across China's entertainment market.

AIO, whose clients include Warner Media and Paramount Pictures, has been authorized by China'sState Administration of Radio, Film and Television (SARFT) to create a data analysis product using the root level data of China's film market. Remark has partnered with AIO to utilize its KanKan AI technology to support the design and build-out of the data processing and analytics system. As part of the partnership, Remark has also invested $1 million USD ($6.6 million RMB) in the venture and is providing its technology services. The "All-in-One" solution is being developed to address the highly inefficient film forecasting environment in China, which has resulted in an elevated level of risk for film producers, investors, advertiser and marketers. According to SARFT, China's film market is expected to be the world's largest by 2020.

Building on the root level data from SARFT, the AI solution will deliver a comprehensive snapshot of film sentiment and performance, spanning pre-production, pre-screening surveys and public opinion tracking, as well as box-office tracking and reporting, including ticket issuance, ticket sales, screening, cinema data, etc. In addition to tracking down accurate data from multiple sources, combined with myriads of historical data, the solution will also detect anomalies and box office fraud.

"We're excited about the unique opportunity to partner with AIO in delivering an elegant solution to China's inefficient film forecasting industry," said Kai-Shing Tao, Chairman and Chief Executive Officer of Remark Holdings. "Using KanKan technology, AIO will be the only venture able to complete the puzzle by generating valuable insights through cross-referenced data from different stages of a typical movie lifecycle. This innovative platform will support increased investment across China's film market, as transparency regarding film sentiment and performance improves substantially. This partnership represents another example of our ability to leverage KanKan's AI technology to deliver highly effective solutions to complex problems."

About Remark Holdings, Inc.
Remark Holdings, Inc. (NASDAQ: MARK) delivers an integrated suite of AI solutions that enable businesses and organizations to solve problems, reduce risk and deliver positive outcomes. The company's easy-to-install AI products are being rolled out in a wide range of applications within the retail, financial, public safety and workplace arenas. The company also owns and operates digital media properties that deliver relevant, dynamic content and ecommerce solutions. The company is headquartered in Las Vegas, Nevada, with additional operations in Los Angeles, California and in Beijing, Shanghai, Chengdu and Hangzhou, China. For more information, please visit the company's website at www.remarkholdings.com.

Forward-Looking Statements
This press release may contain forward-looking statements, including information relating to future events, future financial performance, strategies, expectations, competitive environment and regulation. Words such as "may," "should," "could," "would," "predicts," "potential," "continue," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," and similar expressions, as well as statements in future tense, identify forward-looking statements. These statements involve known and unknown risks, uncertainties and other factors, including those discussed in Part I, Item 1A. Risk Factors in Remark Holdings' Annual Report on Form 10-K and Remark Holdings' other filings with the SEC. Any forward-looking statements reflect Remark Holdings' current views with respect to future events, are based on assumptions and are subject to risks and uncertainties. Given such uncertainties, you should not place undue reliance on any forward-looking statements, which represent Remark Holdings' estimates and assumptions only as of the date hereof. Except as required by law, Remark Holdings undertakes no obligation to update or revise publicly any forward-looking statements after the date hereof, whether as a result of new information, future events or otherwise.

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