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For Immediate Release

6 December 2017

Challenger Acquisitions Limited
("Challenger" or the "Company")

Launch of Star Sanctum Event

Further to its agreement to support a private UK company set to launch and operate film focused conventions (see announcement dated 7 November 2017), Challenger Acquisitions Limited (LSE: CHAL), the leisure and entertainment focused company, is pleased to confirm the official launch of Star Sanctum. Set to launch with a three-day event in London in May 2018, Star Sanctum will provide a select number of paying attendees with a unique opportunity to meet with, ask questions, watch panels and get autographs and photos from the stars of recent action hero movies.

The first event of Star Sanctum's fan conventions will be held on 5 to 7 May 2018 at the Mermaid Centre in London (www.the-mermaid.co.uk). Further details on the event can be found on the Star Sanctum website: www.star-sanctum.net.

Star Sanctum is a unique brand which represents the next stage in fan conventions. Held in prestigious venues with exclusive attendance lists, the events are designed to be more personal to give paying attendees better interaction and more quality time with the actors (compared to the experience at large events). The events are run by a team with proven event management success and experience in private and corporate concierge.

As announced on 7 November 2017, Challenger has provided a £100,000 loan agreement to Star Sanctum to support the launch of its first convention in London. The funding will support the venue, staff, marketing and guest (actor) costs. The loan is to be repaid to Challenger by 15 May 2018 with a repayment premium of 40%.

Mark Gustafson, Chief Executive Officer, said, "We are very pleased to be participating in this exciting new venture. Star Sanctum has identified a very unique and growing business opportunity; these events are incredibly popular and lucrative in North America, where there is a track record of success dating back to 1970. We believe Jane and her team have the skill set and experience to make these events as popular in the UK and wider Europe, and we look forward to supporting her in this. We will continue to keep shareholders updated on developments relating to this upcoming London event."

Jane Lowther, owner of Star Sanctum, states "I am delighted to be working with Challenger on this project, they are a perfect fit for us and together we are creating a new and exciting business."

About Star Sanctum

Star Sanctum Founder Jane Lowther has over 20 years of project and event management experience. She has been responsible for managing special events at Glamis Castle, Silverstone, Goodwood, RAF Leuchars, and Balmoral Castle. She also has significant corporate experience, having operated events for clients including Dell Computers, Philips, Rio Prestige, MG Rover, and the BBC Apprentice Show.

Jane is supported by an experienced team which includes:

Michael Kaplan and Tim Charlesworth – Brand and Marketing (www.timandmichael.co.uk)

Michael Kaplan and Tim Charlesworth have created effective brand and advertising work for over 25 years. Highlights of their work include the renowned Walkers Crisps advert featuring Gary Lineker and Paul Gascoigne, a 1997 New Labour Broadcast, McDonald's USA Superbowl Spot, several VW commercials and the hugely successful re-launch of Cravendale Milk.

Rachel Cash – Team Support

Rachel has worked with Jane for over 10 years and has extensive experience in Event Management. Rachel will also be responsible for all actor logistics and management.

Tim Snowball - Project Consultant (www.bridgefellows.international)

Tim has 35 years predominantly insurance experience, within the City of London including his past title as chairman of a Lloyd's Broker for 19 years. Tim currently holds directorship roles in numerous industries within the UK/Mainland Europe. He is an investment coordinator who has supported the launch of the Star Sanctum project. Tim has been since May 2001 a Freeman of the City of London, a Liveryman to the Worshipful Company of Insurers.

This announcement contains inside information.

****ENDS****

For more information visit www.challengeracquisitions.com or enquire to:

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