



BUY

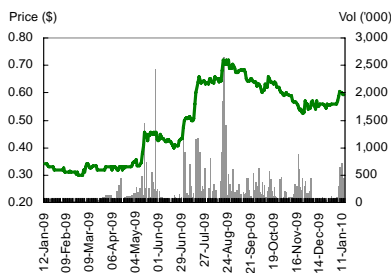
Company Update

Analyst

Pauline LEE
paulinelee@kimeng.com
(65) 6432 1453

Price **\$0.595**
Target **\$0.81**
ST Index **2,933.53**

Historical Chart



Performance	1m	3m	6m
Absolute (%)	8.2	-9.8	19.0
Relative (%)	3.3	-17.6	-6.4

Stock Information

Ticker code	KMEN.SI KMEN.SP
Market cap (US\$m)	83.3
52-week high (S\$)	0.72
52-week low (S\$)	0.30
Shares issued (m)	194.2
6m avg d.vol (US\$m)	0.4
Free float (%)	49.8
Major shareholders (%)	
	Benedict Soh (25.1)
	Simon Ong (25.1)

Key Indicators

ROE (%)	31.0
Net cash (S\$m)	17.9
NAV (S\$)	0.24
Interest cover (x)	146

Kingsmen Creatives

Looking overseas for growth

Sustainable growth into 2010

The group kicks off FY10 by clinching two contracts worth \$4.5m at the Shanghai World Expo 2010. There will be more contract wins at the Expo, possibly exceeding \$20m. In FY10, we also expect Kingsmen to win more contracts in the Phase 2 of the Universal Studios Singapore (USS), the Marina Bay Sands Shoppes, the Ferrari Theme Park in Abu Dhabi and other projects in the region, worth in excess of \$30m.

Popular choice for the world's most prominent events

We see tremendous earnings upside coming from the upcoming theme parks in the region, F1s, Youth Olympics, retail fixtures exports and a surge in MICE activities led by the Singapore IRs. We estimate that there are \$22 billion worth of theme park projects in Asia in the next five years. Moreover, the group's MICE division is set to enjoy a boost from the IRs. MBS and RWS have already secured over 60 events that will run into 2012 even before their official opening.

Recurring earnings becoming more visible

We expect the group's recurring earnings to strengthen as the MICE activities and its retail interior business expand. Its interiors division has been enjoying repeat orders from over 70% of its customers, of which the majority are global names such as Apple, Burberry and Chanel. Rapid growth of its regional roll-out programs and fixtures exports, as well as strong demand for its expertise in worldwide events such as air shows and the Grand Prix will continue to keep the group very busy.

Attractive dividends on the way

We expect its 4Q results to be strong, as earnings from the USS will be recognised. With its strengthening profitability, we estimate that the group could pay dividends of at least 3 cents per share (~1.5 cents/share final dividends) in FY09, which translate to a yield of 5%.

A cheap proxy to the IRs and fast-growing MICE sector

Upon the completion of several mega projects in Singapore, we believe it is time for Kingsmen to accelerate its growth momentum overseas. Opportunities are aplenty especially in the areas of theme parks and F1 races. Hence, we continue to like Kingsmen for its undemanding valuations against its close peer – Pico and its improving recurrent earnings base. Maintain BUY.

Year End Dec 31	2007	2008	2009F	2010F	2011F
Sales (S\$ m)	146.1	190.6	243.1	255.9	270.2
Pre-tax (S\$ m)	12.5	19.0	19.6	20.8	22.3
Net profit (S\$ m)	9.4	14.2	14.6	15.1	16.3
EPS (cts)	7.9	7.5	7.5	7.8	8.4
EPS growth (%)	89.9	-5.2	0.8	3.2	8.0
PER (x)	7.6	8.0	8.0	7.7	7.2
EV/EBITDA (x)	8.5	4.7	4.4	4.1	3.6
Yield (%)	5.0	5.0	5.0	5.0	5.0

SEE APPENDIX I FOR IMPORTANT DISCLOSURES AND ANALYST CERTIFICATIONS

Figure 1: Earnings potential of new theme parks in the Asia

Project name	Date Of Completion	Project size (\$ billion)
Ferrari World Abu Dhabi	Year 2010	Not available
Universal Studios Dubailand	Year 2010	3.1
Integrated Resorts - Vietnam	>Year 2010	8.7
Universal Studios - South Korea	Year 2012	4.3
Legoland at Iskandar	Year 2013	0.3
Disneyland Shanghai	Year 2014	5.4
Total		21.9

Source: Government agencies, CNBC

Figure 2: Sum-of-parts valuation

FYE Dec	S\$m	Remarks
Estimated net profit from Exhibitions & Museums division	6.3	assumes 5.5% net margins Benchmark against closest peer : Pico Far East
Market value of business on PER of 11x	69.8	
Estimated net profit from retail interiors & others	8.7	Premium ratings given on its market leadership and brand equity
Market value of business on PER of 8x	69.9	
Total value of businesses	139.7	
Excess cash	17.9	
Implied Mkt Cap	157.6	
Issued shares (post-placement of 20m new shares in Apr-07 and 4m shares in June-08)	194.2	
Fair Value Per Share (\$)	0.81	

Source: Kim Eng estimates

Figure 3: Peers comparison

	Shares outstanding (m)	Market capitalisation (USD m)	Current	Forecast	EPS growth (%) Current	EPS growth (%) Next Yr	Price/book (x)	ROE (%)	Net Margin (%)	Net Gearing (%)	Dividend Yield
Kingsmen Creative Ltd	194.2	83.3	7.9	6.8	27.1	16.0	2.6	36.1	9.8	(57.3)	5.0
Cityneon Holdings Limited	88.5	28.4	14.8	14.8	na	na	1.8	11.8	6.4	(33.3)	na
Communication Design Intl	91.0	5.2	na	na	na	na	0.9	(36.2)	(9.6)	(30.4)	na
Design Studio Furniture Mfgr	255.1	120.4	6.0	5.0	na	18.2	2.8	27.5	21.5	(53.4)	6.0
Nobel Design Holdings Ltd	165.0	11.9	na	na	na	na	0.7	1.9	(0.8)	44.9	na
Singxpress Ltd	272.0	7.8	na	na	na	na	2.4	(54.1)	(6.6)	(142.2)	na
Pico Far East Holdings Ltd.	1197.0	259.3	16.8	11.2	(23.1)	50.0	2.2	20.6	7.7	(54.0)	4.2
Simple average (excluding Kingsmen)			12.5	10.4	(23.1)	34.1	1.8	(4.8)	3.1	(44.7)	5.1

Source: Bloomberg

Note: Forward data are based on the Bloomberg consensus

Profit and loss

YE Dec (\$m)	2007	2008	2009F	2010F	2011F
Sales	146.1	190.6	243.1	255.9	270.2
Cost of goods sold	107.4	132.0	177.5	186.3	195.9
Gross Profit	38.7	58.5	65.6	69.6	74.3
Operating expenses	29.0	42.5	47.8	52.1	55.3
Operating Profit	9.7	16.0	17.9	17.5	19.0
Net interest	0.2	0.3	0.3	0.3	0.3
Interest income	0.3	0.1	0.1	0.1	0.2
Interest expense	0.1	-0.2	-0.2	-0.1	-0.1
Net investment income/(loss)	0.0	0.0	0.0	0.0	0.0
Net other non-op. JV+Assoc.	2.7	3.0	1.5	3.0	3.0
Net extraordinary	0.0	0.0	0.0	0.0	0.0
Pretax income	12.5	19.0	19.6	20.8	22.3
Income taxes	2.3	3.5	3.5	3.7	4.0
Minority Interest	0.9	1.3	1.5	2.0	2.0
Net profit	9.4	14.2	14.6	15.1	16.3
EBITDA	11.4	20.0	20.3	20.2	21.9
EPS(cents)	7.9	7.46	7.52	7.77	8.39

Source: Company data, Kim Eng estimates

Balance sheet

YE Dec (\$m)	2007	2008	2009F	2010F	2011F
Total assets	99.1	108.8	129.5	152.2	177.4
Current assets	78.8	81.7	98.8	121.1	146.3
Cash & ST investment	21.5	24.3	28.7	34.6	39.6
Inventories	0.1	6.8	8.5	10.6	12.2
Accounts receivable	50.7	36.7	47.7	62.0	80.6
Others	6.5	13.9	13.9	13.9	13.9
Other assets	20.3	27.1	30.7	31.1	31.2
LT investments	7.4	8.0	9.0	10.0	11.0
Net fixed assets	4.6	12.2	14.8	14.1	13.2
Others	8.4	6.9	6.9	6.9	6.9
Total liabilities	63.4	63.4	78.1	91.7	107.2
Current liabilities	60.1	61.8	71.8	83.4	96.9
Accounts payable	44.8	27.2	32.1	37.8	44.6
ST borrowings	0.9	0.8	0.8	0.8	0.8
Others	14.4	33.8	38.9	44.7	51.4
Long-term liabilities	3.2	1.6	6.3	8.3	10.3
Long-term debts	0.8	0.6	0.6	0.6	0.6
Others	2.5	3.7	5.7	7.7	9.7
Shareholder's equity	35.8	42.7	51.5	60.5	70.3
Paid-in capital	21.6	23.3	23.3	23.3	23.3
Reserve	14.2	19.4	28.2	37.3	47.0
Net Tangible Assets	27.3	35.8	44.5	53.6	63.4

Source: Company data, Kim Eng estimates

Cash flow

YE Dec (\$m)	2007	2008	2009F	2010F	2011F
Operating cash flow	12.8	25.8	14.2	12.9	12.5
Net profit	12.5	19.0	14.6	15.1	16.3
Depreciation & amortisation	1.7	4.0	2.4	2.6	2.9
Change in working capital	0.4	4.6	-2.8	-4.8	-6.7
Others	-1.9	-1.7	0.0	0.0	0.0
Investment cash flow	-8.9	-11.2	-6.0	-3.0	-3.0
Net capex	-0.9	-10.6	-5.0	-2.0	-2.0
Change in LT investment	-0.9	-0.4	-1.0	-1.0	-1.0
Change in other assets	-7.1	-0.2	0.0	0.0	0.0
Cash flow after invt.	3.9	14.6	8.2	9.9	9.5
Financing cash flow	4.3	-7.9	-3.8	-4.0	-4.5
Change in share capital	9.0	1.6	0.0	0.0	0.0
Net change in debt	-2.2	-0.8	0.0	0.0	0.0
Change in other LT liab.	-2.5	-8.7	-3.8	-4.0	-4.5
Net cash flow	8.3	6.7	4.4	5.9	5.0

Source: Company data, Kim Eng estimates

Key ratios

YE Dec	2007	2008	2009F	2010F	2011F
Growth (% YoY)					
Sales	34.1	30.4	27.6	5.3	5.6
OP	120.3	66.0	11.4	-1.8	8.4
EBITDA	105.8	76.4	1.1	-0.4	8.6
NP	89.8	51.4	3.1	3.2	8.0
EPS	89.9	-5.2	0.8	3.2	8.0
Profitability (%)					
Gross margin	26.5	30.7	27.0	27.2	27.5
Operating margin	6.6	8.4	7.3	6.9	7.0
EBITDA margin	7.8	10.5	8.3	7.9	8.1
Net Profit margin	6.4	7.4	6.0	5.9	6.0
ROA	11.9	13.6	12.3	10.7	9.9
ROE	34.5	36.1	31.0	26.9	24.9
Stability					
Gross debt/equity (%)	4.6	3.4	2.8	2.4	2.0
Net debt/equity (%)	-55.4	-53.6	-53.0	-54.7	-54.2
Int. coverage (X)	101.7	-95.4	-118.1	-128.9	-155.3
Int. & ST debt coverage (X)	10.0	23.8	25.9	24.9	26.5
Cash flow int. coverage (X)	134.4	-153.7	-93.9	-94.7	-102.2
Cash flow int. & ST debt (X)	13.2	38.4	20.6	18.3	17.4
Current ratio (X)	1.3	1.3	1.4	1.5	1.5
Quick ratio (X)	1.3	1.2	1.3	1.3	1.4
Net debt (\$ m)	-19.8	-22.9	-27.3	-33.1	-38.1
Per share data (cts)					
EPS	7.9	7.5	7.5	7.8	8.4
CFPS	9.7	10.3	8.0	7.6	8.3
BVPS	18.4	22.0	26.5	31.2	36.2
SPS	75.3	98.1	125.2	131.8	139.1
EBITDA/share	5.9	10.3	10.4	10.4	11.3
DPS	3.0	3.0	3.0	3.0	3.0

Source: Company data, Kim Eng estimates

SINGAPORE

Stephanie WONG *Head of Research*
Regional Head of Institutional Research
 +65 6432 1451 swong@kimeng.com

- Strategy
- Small & Mid Caps

Gregory YAP

+65 6432 1450 gyap@kimeng.com

- Conglomerates
- Technology & Manufacturing
- Transport & Telcos

Rohan SUPPIAH

+65 6432 1455 rohan@kimeng.com

- Airlines
- Marine & Offshore

Pauline LEE

+65 6432 1453 paulinelee@kimeng.com

- Bank & Finance
- Consumer
- Retail

Wilson LIEW

+65 6432 1454 wilsonlieu@kimeng.com

- Hotel & Resort
- Property & Construction

Anni KUM

+65 6432 1470 annikum@kimeng.com

- Industrials
- REITs

James KOH

+65 6432 1431 jameskoh@kimeng.com

- Infrastructure
- Resources

David LOOMIS

+65 6432 1417 dloomis@kimeng.com

- Special Situations

HONG KONG / CHINA

Edward FUNG *Head of Research*

+852 2268 0632 edwardfung@kimeng.com.hk

- Power
- Construction

Ivan CHEUNG

+852 2268 0634 ivancheung@kimeng.com.hk

- Property

Ivan LI

+852 2268 0641 ivanli@kimeng.com.hk

- Banking & Finance

TAM Tsz Wang

+852 2268 0636 tamtszwang@kimeng.com.hk

- Telcos
- Small Caps

Emily LEE

+852 2268 0631 emilylee@kimeng.com.hk

- Retail

Jacqueline KO

+852 2268 0633 jacquelineko@kimeng.com.hk

- Food & Beverage

GUICE Fei Ling

+852 2268 0635 feiling@kimeng.com.hk

- Ports & Shipping

INDIA

Jigar SHAH *Head of Research*

+91 22 6623 2601 jigar@kimeng.co.in

- Oil & Gas
- Transportation

Anubhav GUPTA

+91 22 6623 2605 agupta@kimeng.co.in

- Property
- Capital goods

Urmil SHAH

+91 22 6623 2606 urmil@kimeng.co.in

- Software
- Telecom

R. SRINIVASAN

+912266232625 rsrinivasan@kimeng.co.in

- Banking and Financial services

Nikhil Agarwal

+912266232611 nikhil@kimeng.co.in

- Cement
- Metals

MALAYSIA

YEW Chee Yoon *Head of Research*

+603 2141 1555 cheeyoon@kimengkl.com

- Strategy
- Banks
- Telcos
- Property
- Conglomerates & others

LIEW Mee Kien

+603 2141 1555 meekien@kimengkl.com

- Gaming
- Media
- Power
- Construction

Research Team

+603 2141 1555

- Food & Beverage
- Manufacturing
- Plantations
- Tobacco
- Technology

INDONESIA

Katarina SETIAWAN *Head of Research*

+6221 2557 1125 ksetiawan@kimeng.co.id

- Consumer
- Infra
- Shipping
- Strategy
- Telcos
- Others

Ricardo SILAEN

+6221 2557 1126 rsilaen@kimeng.co.id

- Auto
- Energy
- Heavy Equipment
- Property
- Resources

Rahmi Marina

+6221 2557 1128 rmarina@kimeng.co.id

- Banking

Adi N. WICAKSONO

+6221 2557 1130 anwicaksono@kimeng.co.id

- Generalist

Arwani PRANADJAYA

+6221 2557 1129 apranadjaya@kimeng.co.id

- Technical analyst

VIETNAM

King Yoong CHEAH *Head of Research*

+84 838 38 66 36 x 161 cheah.yoong@kimeng.com.vn

- Strategy

Nguyen Thi Ngan Tuyen

+84 838 38 66 36 x 163 tuyen.nguyen@kimeng.com.vn

- Pharmaceutical
- Confectionary and Beverage
- Oil and Gas

Ngo Bich Van

+84 838 38 66 36 x 164 van.ngo@kimeng.com.vn

- Bank
- Insurance

Nguyen Quang Duy

+84 838 38 66 36 x 162 duy.nguyenquang@kimeng.com.vn

- Shipping
- Seafood
- Rubber

Trinh Thi Ngoc Diep

+84 838 38 66 36 x 166 diep.trinh@kimeng.com.vn

- Property
- Construction

THAILAND

Naphat CHANTARASEREKUL

+662 658 6300 x 4770 naphat.c@kimeng.co.th

- Energy

Piya ORANRIKSUPHAK

+662 658 6300 x 4710 piya.o@kimeng.co.th

- Property

Supattra KHONGRUNGPHAKORN

+662 6586300 ext 4800 supattra.k@kimeng.co.th

- Media & Publishing
- Retail
- Information & Communication Technology

Kanchan KHANJOU

+ 662 658 6300 x 4750 kanchan@kimeng.co.th

- Banks
- Construction Materials

KELIVE Thailand (for retail clients)

George HUEBSCH *Head of Research*

+662 658 6300 ext 1400 george.h@kimeng.co.th

PHILIPPINES

Ricardo PUIG *Head of Research*

+63 2 849 8835 ricardo_puig@atr.com.ph

- Strategy
- Property
- Telcos

Laura DY-LIACCO

+63 2 849 8840 laura_dyliacco@atr.com.ph

- Utilities
- Conglomerates

Robin SARMIENTO

+63 2 849 8839 robin_sarmiento@atr.com.ph

- Banking
- Ports
- Mining

Lovell SARREAL

+63 2 849 8841 lovell_sarreal@atr.com.ph

- Consumer
- Cement
- Media

REGIONAL

Luz LORENZO *Economist*

+63 2 849 8836 luz_lorenzo@atr.com.ph

- Economics

TAIWAN**Gary Chia**

Head of Greater China Research

+886 2 3518 7900 gary.chia@yuanta.com

Boris Markovich

COO, Greater China Research

+852 3969 9518 boris.markovic@yuanta.com

John Brebeck, CFA

Head of Taiwan Strategy

Head of Research, Taiwan

+886 2 3518 7906 john.brebeck@yuanta.com

George Chang, CFA

Head of Upstream Tech

+886 2 3518 7907 george.chang@yuanta.com

Vincent Chen

Head of Downstream Tech

+886 2 3518 7903 vincent.chen@yuanta.com

Dennis Chan – NB Supply Chain

+886 2 3518 7913 dennis.chan@yuanta.com

Andrew C Chen – IC Backend

+886 2 3518 7940 andrew.chen@yuanta.com

Ellen Chiu – Taiwan Consumer

+886 2 3518 7936 ellen.chiu@yuanta.com

Danny Ho – Taiwan Petrochemical

+886 2 3518 7923 danny.ho@yuanta.com

Min Li – Alternative Energy

+852 3969 9521 min.li@yuanta.com

May Lin – Taiwan Telecom

+886 2 3518 7942 may.lin@yuanta.com

Tess Wang – Taiwan Financials

+886 2 3518 7901 tess.wang@yuanta.com

Recommendation definitions

Our recommendation is based on the following expected price performance within 12 months:

+15% and above: BUY

-15% to +15%: HOLD

-15% or worse: SELL

**APPENDIX I: TERMS FOR PROVISION OF REPORT, DISCLOSURES
AND
DISCLAIMERS**

This report, and any electronic access to it, is restricted to and intended only for clients of Kim Eng Research Pte. Ltd. ("KER") or a related entity to KER (as the case may be) who are institutional investors (for the purposes of both the Singapore Securities and Futures Act ("SFA") and the Singapore Financial Advisers Act ("FAA")) and who are allowed access thereto (each an "Authorised Person") and is subject to the terms and disclaimers below.

IF YOU ARE NOT AN AUTHORISED PERSON OR DO NOT AGREE TO BE BOUND BY THE TERMS AND DISCLAIMERS SET OUT BELOW, YOU SHOULD DISREGARD THIS REPORT IN ITS ENTIRETY AND LET KER OR ITS RELATED ENTITY (AS RELEVANT) KNOW THAT YOU NO LONGER WISH TO RECEIVE SUCH REPORTS.

This report provides information and opinions as reference resource only. This report is not intended to be and does not constitute financial advice, investment advice, trading advice or any other advice. It is not to be construed as a solicitation or an offer to buy or sell any securities or related financial products. The information and commentaries are also not meant to be endorsements or offerings of any securities, options, stocks or other investment vehicles.

The report has been prepared without regard to the individual financial circumstances, needs or objectives of persons who receive it. The securities discussed in this report may not be suitable for all investors. Readers should not rely on any of the information herein as authoritative or substitute for the exercise of their own skill and judgment in making any investment or other decision. Readers should independently evaluate particular investments and strategies, and are encouraged to seek the advice of a financial adviser before making any investment or entering into any transaction in relation to the securities mentioned in this report. The appropriateness of any particular investment or strategy whether opined on or referred to in this report or otherwise will depend on an investor's individual circumstances and objectives and should be confirmed by such investor with his advisers independently before adoption or implementation (either as is or varied). You agree that any and all use of this report which you make, is solely at your own risk and without any recourse whatsoever to KER, its related and affiliate companies and/or their employees. You understand that you are using this report AT YOUR OWN RISK.

This report is being disseminated to or allowed access by Authorised Persons in their respective jurisdictions by the Kim Eng affiliated entity/entities operating and carrying on business as a securities dealer or financial adviser in that jurisdiction (collectively or individually, as the context requires, "Kim Eng") **which has, vis-à-vis a relevant Authorised Person, approved of, and is solely responsible in that jurisdiction for, the contents of this publication in that jurisdiction.**

Kim Eng, its related and affiliate companies and/or their employees may have investments in securities or derivatives of securities of companies mentioned in this report, and may trade them in ways different from those discussed in this report. Derivatives may be issued by Kim Eng its related companies or associated/affiliated persons.

Kim Eng and its related and affiliated companies are involved in many businesses that may relate to companies mentioned in this report. These businesses include market making and specialised trading, risk arbitrage and other proprietary trading, fund management, investment services and corporate finance.

Except with respect the disclosures of interest made above, this report is based on public information. Kim Eng makes reasonable effort to use reliable, comprehensive information, but we make no representation that it is accurate or complete. The reader should also note that unless otherwise stated, none of Kim Eng or any third-party data providers make ANY warranties or representations of any kind relating to the accuracy, completeness, or timeliness of the data they provide and shall not have liability for any damages of any kind relating to such data.

Proprietary Rights to Content. The reader acknowledges and agrees that this report contains information, photographs, graphics, text, images, logos, icons, typefaces, and/or other material (collectively "Content") protected by copyrights, trademarks, or other proprietary rights, and that these rights are valid and protected in all forms, media, and technologies existing now or hereinafter developed. The Content is the property of Kim Eng or that of third party providers of content or licensors. The compilation (meaning the collection, arrangement, and assembly) of all content on this report is the exclusive property of Kim Eng and is protected by Singapore and international copyright laws. The reader may not copy, modify, remove, delete, augment, add to, publish, transmit, participate in the transfer, license or sale of, create derivative works from, or in any way exploit any of the Content, in whole or in part, except as specifically permitted herein. If no specific restrictions are stated, the reader may make one copy of select portions of the Content, provided that the copy is made only for personal, information, and non-commercial use and that the reader does not alter or modify the Content in any way, and maintain any notices contained in the Content, such as all copyright notices, trademark legends, or other proprietary rights notices. Except as provided in the preceding sentence or as permitted by the fair dealing privilege under copyright laws, the reader may not reproduce, or distribute in any way any Content without obtaining permission of the owner of the copyright, trademark or other proprietary right. Any authorised/permited distribution is restricted to such distribution not being in violation of the copyright of Kim Eng only and does not in any way represent an endorsement of the contents permitted or authorised to be distributed to third parties.

Additional information on mentioned securities is available on request.

Jurisdiction Specific Additional Disclaimers:

THIS RESEARCH REPORT IS STRICTLY CONFIDENTIAL TO THE RECIPIENT, MAY NOT BE DISTRIBUTED TO THE PRESS OR OTHER MEDIA, AND MAY NOT BE REPRODUCED IN ANY FORM AND MAY NOT BE TAKEN OR TRANSMITTED INTO THE REPUBLIC OF KOREA, OR PROVIDED OR TRANSMITTED TO ANY KOREAN PERSON. FAILURE TO COMPLY WITH THIS RESTRICTION MAY CONSTITUTE A VIOLATION OF SECURITIES LAWS IN THE REPUBLIC OF KOREA. BY ACCEPTING THIS REPORT, YOU AGREE TO BE BOUND BY THE FOREGOING LIMITATIONS.

THIS RESEARCH REPORT IS STRICTLY CONFIDENTIAL TO THE RECIPIENT, MAY NOT BE DISTRIBUTED TO THE PRESS OR OTHER MEDIA, AND MAY NOT BE REPRODUCED IN ANY FORM AND MAY NOT BE TAKEN OR TRANSMITTED INTO MALAYSIA OR PROVIDED OR TRANSMITTED TO ANY MALAYSIAN PERSON. FAILURE TO COMPLY WITH THIS RESTRICTION MAY CONSTITUTE A VIOLATION OF SECURITIES LAWS IN MALAYSIA. BY ACCEPTING THIS REPORT, YOU AGREE TO BE BOUND BY THE FOREGOING LIMITATIONS.

Without prejudice to the foregoing, the reader is to note that additional disclaimers, warnings or qualifications may apply if the reader is receiving or accessing this report in or from other than Singapore.

As of 12 January 2010, Kim Eng Research Pte. Ltd. and the covering analyst do not have any interest in Kingsmen Creative.

Analyst Certification:

The views expressed in this research report accurately reflect the analyst's personal views about any and all of the subject securities or issuers; and no part of the research analyst's compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed in the report.

© 2010 Kim Eng Research Pte Ltd. All rights reserved. Except as specifically permitted, no part of this presentation may be reproduced or distributed in any manner without the prior written permission of Kim Eng Research Pte. Ltd. Kim Eng Research Pte. Ltd. accepts no liability whatsoever for the actions of third parties in this respect.

Singapore

Kim Eng Securities Pte Ltd
Kim Eng Research Pte Ltd
 9 Temasek Boulevard
 #39-00 Suntec Tower 2
 Singapore 038989

Tel: +65 6336 9090
 Fax: +65 6339 6003

LAU Wai Kwok (sales)
 lauwk@kimeng.com

Stephanie WONG (research)
 swong@kimeng.com

Hong Kong

Kim Eng Securities (HK) Ltd
 Level 30,
 Three Pacific Place,
 1 Queen's Road East,
 Hong Kong

Tel: +852 2268 0800
 Fax: +852 2877 0104

Ray LUK (sales)
 rluk@kimeng.com.hk

Edward FUNG (research)
 edwardfung@kimeng.com.hk

Philippines

ATR-Kim Eng Securities Inc.
 17/F, Tower One & Exchange
 Plaza
 Ayala Triangle, Ayala Avenue
 Makati City, Philippines 1200

Tel: +63 2 849 8888
 Fax: +63 2 848 5738

Lorenzo ROXAS (sales)
 lorenzo_roxas@atr.com.ph

Ricardo PUIG (research)
 ricardo_puig@atr.com.ph

South Asia Sales Trading

Connie TAN
 connie@kimeng.com
 Tel: +65 6333 5775
 US Toll Free: +1 866 406 7447

London

Kim Eng Securities (London) Ltd
 6/F, 20 St. Dunstan's Hill
 London EC3R 8HY, UK

Tel: +44 20 7621 9298
 Dealers' Tel: +44 20 7626 2828
 Fax: +44 20 7283 6674

Giles WALSH (sales)
 gwals@kimeng.co.uk

Geoff HO (sales)
 gho@kimeng.co.uk

James JOHNSTONE (sales)
 jjohnstone@kimeng.co.uk

Thailand

**Kim Eng Securities (Thailand)
 Public Company Limited**
 999/9 The Offices at Central World,
 20th - 21st Floor,
 Rama 1 Road, Pathumwan,
 Bangkok 10330, Thailand

Tel: +66 2 658 6817 (sales)
 Tel: +66 2 658 6801 (research)

Vikas KAWATRA (sales)
 vkawatra@kimeng.co.th

Naphat CHANTARASERKUL (research)
 naphat.c@kimeng.co.th

Vietnam

**Kim Eng Vietnam Securities Joint
 Stock Company**
 1st Floor, 255 Tran Hung Dao St.
 District 1
 Ho Chi Minh City, Vietnam

Tel: +84 838 38 66 36
 Fax: +84 838 38 66 39

Mai Phan Lam Hoa (sales)
 Hoa.maiph@kimeng.com.vn

King Yoong CHEAH (research)
 cheah.yoong@kimeng.com.vn

North Asia Sales Trading

Eddie LAU
 eddielau@kimeng.com.hk
 Tel: +852 2268 0800
 US Toll Free: +1 866 598 2267

New York

Kim Eng Securities USA Inc
 406, East 50th Street
 New York, NY 10022, U.S.A.

Tel: +1 212 688 8886
 Fax: +1 212 688 3500

Jeffrey S. SEO (sales)
 jseo@kesusa.com

Warren KIM (trading)
 wkim@kesusa.com

Indonesia

PT Kim Eng Securities
 Plaza Bapindo
 Citibank Tower 17th Floor
 Jl Jend. Sudirman Kav. 54-55
 Jakarta 12190, Indonesia

Tel: +62 21 2557 1188
 Fax: +62 21 2557 1189

Kurnia SALIM (sales)
 ks@kimeng.co.id

Katarina SETIAWAN (research)
 ksetiawan@kimeng.co.id

India

Kim Eng Securities India Pvt Ltd
 2nd Floor, The International,
 Plot No.16, Maharishi Karve Road,
 Churchgate Station,
 Mumbai City - 400 020, India

Tel: +91.22.6623.2600
 Fax: +91.22.6623.2604

Vikas KAWATRA (sales)
 vkawatra@kimeng.co.th

Jigar SHAH (research)
 jigar@kimeng.co.in

North America Sales Trading

Warren KIM
 wkim@kesusa.com
 Tel: +1 212 688 8886

Taiwan

**Yuanta Securities Investment
 Consulting Co.**
 10/F, No 225, Nanking East Rd
 Section 3
 Taipei 104, Taiwan

Tel: +886 2 8770-6078
 Fax: +886 2 2546-0376

Arthur LO (sales)
 Arthur.lo@yuanta.com.tw

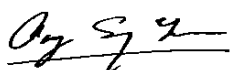
Gary CHIA (research)
 Gary.chia@yuanta.com.tw

Malaysia

Kim Eng Research Sdn Bhd
 16/F, Kompleks Antarabangsa
 Jalan Sultan Ismail
 50250 Kuala Lumpur, Malaysia

Tel: +603 2141 1555
 Fax: +603 2141 1045

YEW Chee Yoon (research)
 cheeyoon@kimengkl.com



Ong Seng Yeow
 Director, Retail Research