

NEWS RELEASE

KINGSMEN CELEBRATES 40 YEARS, INITIATES MANAGEMENT RENEWAL

Singapore, April 1, 2016 – Kingsmen Creatives Ltd. (“Kingsmen”) (“金明创新”), and its subsidiaries (“the Group”), a leading communication design and production group in Asia Pacific and the Middle East, today celebrates the 40th year of its founding.

Established in 1976 by Benedict Soh and Simon Ong, Kingsmen has grown from a small office with seven staff to become a leading communication design and production group with 19 offices across Asia Pacific and the Middle East. “We are delighted to have reached this milestone. With the support of all stakeholders we have managed to weather the many storms and challenges along the way. One of the reasons why we are where we are today is largely due to our tireless focus on delivering quality, service and value to our clients. This is only possible by ensuring that we have good people, nurture and develop them to the best of their abilities to serve our global clients”, commented **Mr. Benedict Soh, Chairman of Kingsmen.**

As the Group celebrates its 40th anniversary, it has also initiated its management renewal with the promotion of current Group Chief Operating Officer, Andrew Cheng, to Group Chief Executive Officer (Group CEO) with effect from 1 July 2016. In his new role, he will be overseeing the Group’s day-to-day management, corporate affairs, business development and strategic planning. In line with this change, co-founder Simon Ong, will relinquish his position as CEO and Group Managing Director, and assume the position of Deputy Chairman with effect from 1 July 2016. He will be spearheading the strategic planning and development of the Group as well as its creative standards. Chairman and co-founder, Benedict Soh, will spend more time honing the Group’s leadership capabilities and human capital in addition to his role in charting the Group’s strategic direction and exploring new business opportunities.

In addition, Andrew Cheng and Alex Wee (Managing Director, Retail & Corporate Interiors) will be appointed as Executive Directors of Kingsmen with effect from 1 July 2016.

Following these changes, the executive management team at Kingsmen will comprise Benedict Soh (Chairman), Simon Ong (Deputy Chairman), Andrew Cheng (Group CEO), Anthony Chong (Managing Director, Exhibitions & Museums), and Alex Wee (Managing Director, Retail & Corporate Interiors).

Mr. Benedict Soh added, “Even as we have this new management team in place, we are already on the look out and developing the next generation of leaders to lead Kingsmen forward. We are excited by the excellent growth prospects of our industry and will continue to add capabilities and talent to provide relevant solutions for our clients.”

About Kingsmen Creatives Ltd.

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading communication design and production group. Established in 1976, the Group has a network of 19 offices and full service facilities serving global clients in Exhibitions & Museums, Retail & Corporate Interiors, Research & Design, and Alternative Marketing today.

Kingsmen's seamless end-to-end solutions, through its vertically and horizontally integrated service offerings, coupled with its network of offices and partners, provide clients the benefits of flexibility, speed and value. Building on its design-led, quality and service-driven culture, the Group has established a reputation and visible brand that is synonymous with creative and innovative solutions.

The Group serves a long-standing base of clients from diverse industries including well-known names such as BMW, Burberry, Chanel, DBS, FJ Benjamin Group, Gucci, Hong Kong Disneyland, LVMH Group, Ralph Lauren, Resorts World Sentosa, Robinsons Group, TAG Heuer, Tiffany & Co., Universal Studios and Wing Tai Asia.

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