



# **22<sup>nd</sup> Annual General Meeting**

30 April 2025

## **2024 Market Environment**

- Positive regional business sentiments (excluding China)
- Surge in demand for experiential and creative solutions
- Resources & supply chain pressures
- Rising inflation & uncertainty in interest rates

# FY2024 Key Highlights

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- Strong revenue growth across most business segments
- Navigating supply chain disruptions and inflationary pressures
- Enhanced operational efficiency through strategic initiatives

# FY2024 Key Financial Highlights

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## REVENUE

↑ 7.5%

**S\$388.4m**

## GROSS PROFIT

↑ 15.6%

**S\$90.4m**

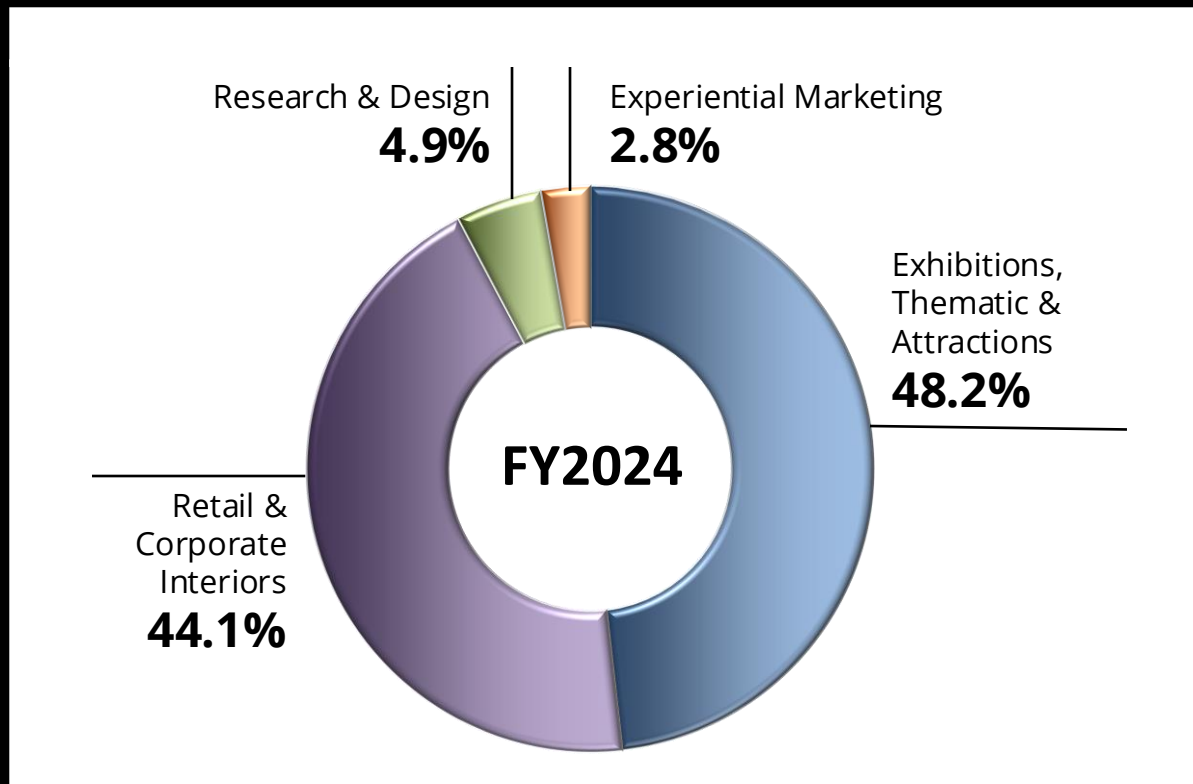
## NET PROFIT

↑ 359.9%

**S\$13.1m**

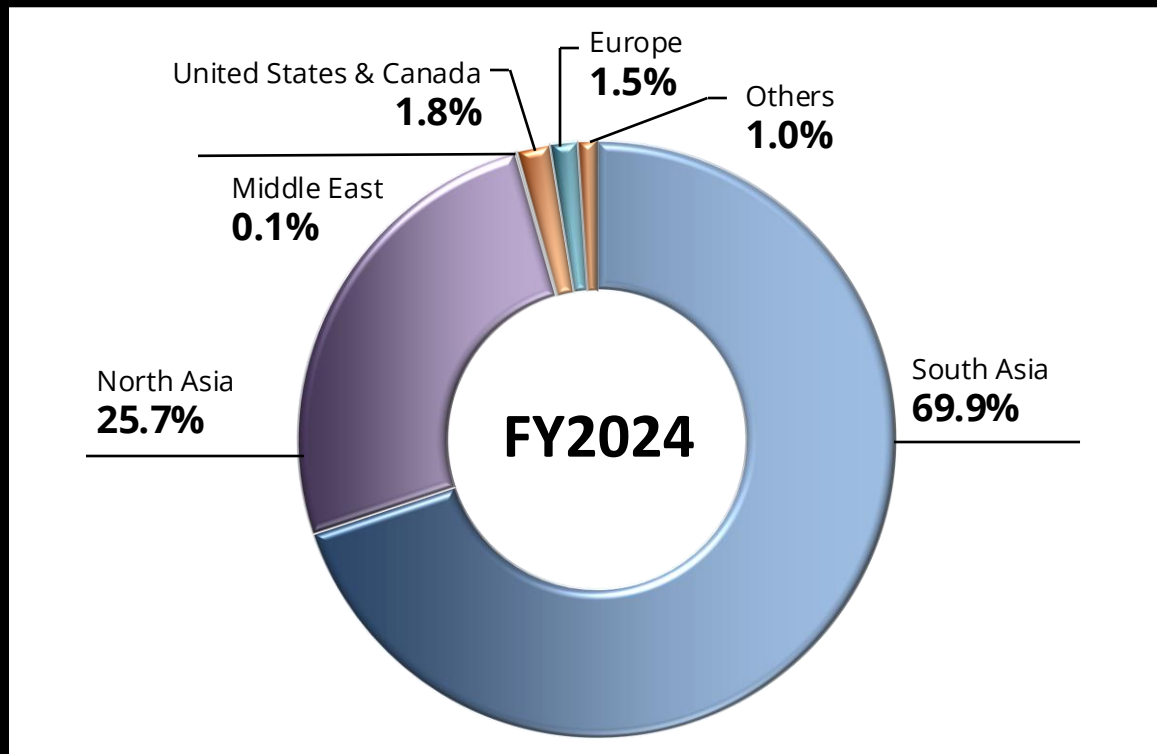
# Revenue by Activities

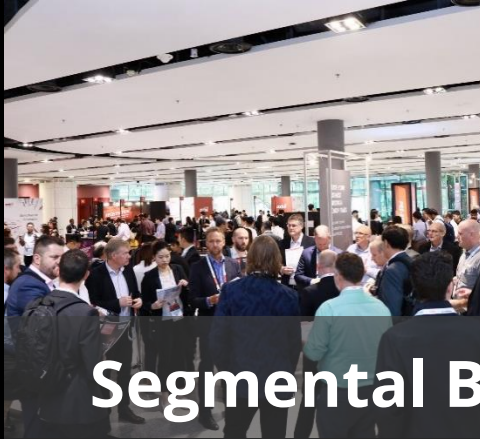
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# Revenue by Geographical Region

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# Segmental Business Overview

## Exhibitions & Events

Strong pipeline of projects

Luxury brand events pick-up

## Thematic & Museums

Multiple ongoing projects

Strong pipeline – Singapore, China, Japan, Hong Kong

## Research & Design

Multiple projects running & new pipeline across all sectors

## Retail & Corporate Interiors

Multiple projects across Asia markets

Good volumes – Singapore, Hong Kong, Indonesia, Vietnam

Supply chain pressures

## Experiential Attractions

Multiple contracts signed + new inquiries

Opening of attractions – Space Explorers in Singapore and Planet Playskool in US

Construction of attractions – NERFAX in US and Squid Game in Korea

**Impacted by the stalling Chinese economy, turbulence in Vietnam's property market & ongoing geo-political tensions.**

The logo for Kingsmen features the word "kingsmen" in a white, lowercase, sans-serif font. Above the "i" in "kings" are three small red dots.

**kingsmen**

The Experience Company



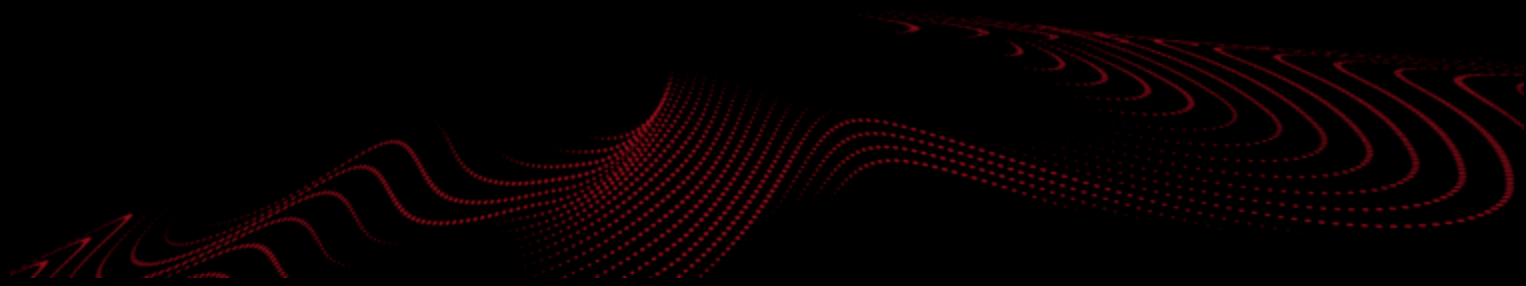
# **CORPORATE DEVELOPMENT**



A large crowd of people, mostly young adults, are gathered in a dimly lit room with warm lighting. Many individuals are wearing crowns or tiaras, and several are holding up smartphones to take photos or videos. The atmosphere appears festive and celebratory. The text "THE KINGSMEN SPIRIT" is overlaid in large, bold, white capital letters in the center of the image.

# THE KINGSMEN SPIRIT

# 2025 & BEYOND



# Into 2025...

- Asian markets poised for continued growth
- Geo-political uncertainties
- Experience economy fueled by creative solutions, digital, & AI-powered entertainment
- Increasing use of digital applications & tech solutions

# Focus for 2025

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Drive  
topline growth  
& bottomline



Strategic market  
expansion leveraging  
core competencies



Strengthen  
operational efficiency -  
KR+D



Foster strategic  
partnerships & collaborations  
- LBE sector

# Sustainability Initiatives

## Sustainable Solutions

### 1 Event Sustainability Management Systems

Upgraded to the latest version of the standard (ISO 20121:2024) - design consultancy, project management & construction of E&E and T&M.



### 2 Achieved EcoVadis Silver Rating

Top 15% (85<sup>th</sup> percentile)



### 3 Continuous encouragement of stakeholders

Internal and external

### 4 Continue offering Carbon Emission Assessment to clients

L'Oréal, Singapore Tourism Board, KPI OceanConnect



# KEY DEVELOPMENTS

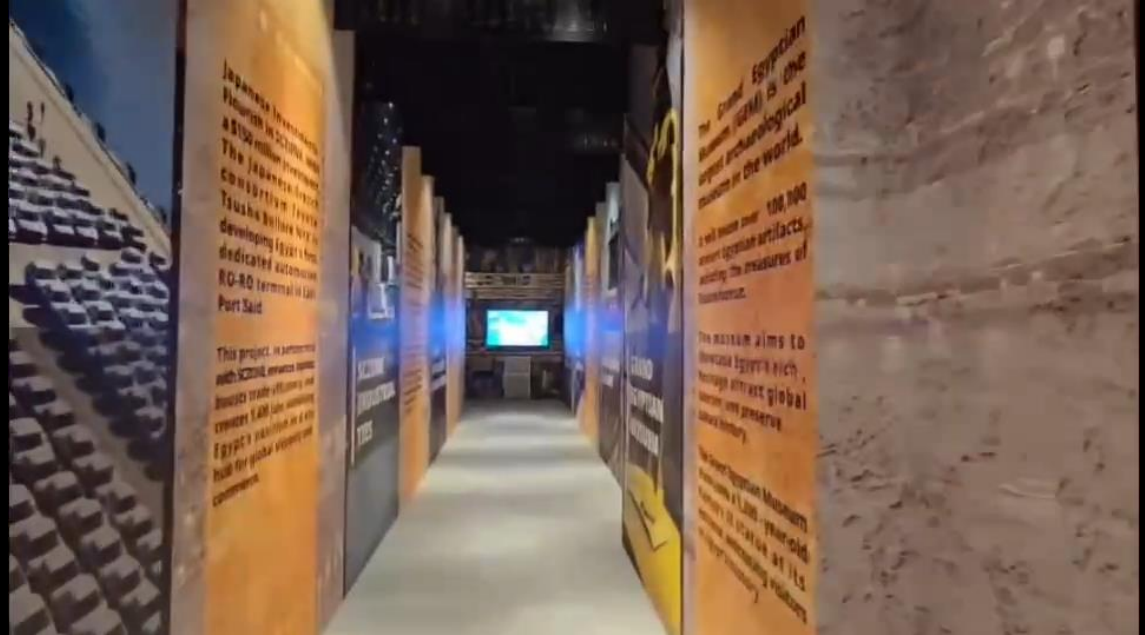


# Singapore Pavilion at World Expo 2025





# Egypt Pavilion at World Expo 2025



# LBE: Planet Playskool in US



- Garden State Plaza (New Jersey) – Opened in May 2024



# LBE: NERFAX in US

- Garden State Plaza (New Jersey) – Opening Q3 2025





# LBE: Squid Game: The Experience in Seoul

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- Opened in February 2025



# LBE - *Space Explorers:* *THE INFINITE* in Singapore

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- World's largest extended VR experience makes Southeast Asian debut in Singapore in October 2024



# Retail Sector

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- Multiple projects across Asian markets



BOSS at Pondok Indah Mall,  
Indonesia



FENDI at Union Square,  
Vietnam



Penhaligon at Kunming  
Spring City 66, China



Blue Bottle in Shenzhen MixC,  
China

# Retail Sector

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- Multiple projects across Asian markets



CHAGEE at Orchard Gateway,  
Singapore



Braun Buffel at NEX,  
Singapore



Moncler at Changi Airport T2,  
Singapore



# Minion Land at USS

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- Opened in February 2025





# Rainforest Wild Asia – The Cavern

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- Opened in March 2025



# Designing Experiences with KR+D



- Weaving design narratives across Asia



HASBRO Family  
Entertainment Center  
in Beijing, China



Rimba by Ayana Resort  
in Bali, Indonesia



Children's Science Museum  
in Almaty, Kazakhstan



Island Shangri-La Family Suite  
in Hong Kong, China

# Designing Experiences with KR+D



- Weaving design narratives across Asia



BMW Retail.Next Showroom  
at 29 Leng Kee Road, Singapore



BMW Retail.Next Showroom  
at 303 Alexander Road, Singapore



Rationale  
at Raffles City, Singapore



# Nantong 2.0

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- The Group's central manufacturing hub
- A knowledge repository for cross-regional exchange
- Innovative method for new industries



# Robust Order Book

**S\$192m**  
(**S\$136m** expected to be  
recognised in 2025)

As of 31 January 2025



**kingsmen**

The Experience Company



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