



NEWS RELEASE

KINGSMEN'S NET PROFIT JUMPS 55% TO S\$2.2 MILLION

FY2005 Results Highlights:

	FY2005	FY2004	Change
Revenue	S\$76.7m	S\$63.3m	21%
Gross profit	S\$20.5m	S\$16.5m	25%
Net profit	S\$2.2m	S\$1.4m	55%
Earnings Per Share (Cents)	2.17	1.41	54%
Net Asset Value (Cents)	14.55	12.97	12%
Dividend (Cents)	1.00	0.70	43%

Singapore, February 24, 2006 – Sesdaq-listed Kingsmen Creatives Ltd (“Kingsmen”), a leading communications design and production group in the Asia Pacific region, today reported a 55% jump in net profits to S\$2.2 million for the financial year ended 31 December 2005 (“FY2004”). This was on the back of a 21% increase in Group revenue from S\$63.3 million in FY2004 to S\$76.7 million in FY2005.

This was mainly due to strong contribution from the Interiors Division, which grew 45% from S\$28.7 million in FY2004 to S\$41.6 million in FY2005. Some of the key projects undertaken by the Group included Baccarat, Burberry, DFS, Dickson Group, Espirit, FJ Benjamin, Nokia, Nuance-Watson, Osim, Pertama, P&G, POSBank and Wing Tai. Approximately S\$3.3 million of revenue from the Group’s key accounts came from the export of fixtures.

Despite the absence of the Asian Aerospace exhibition which takes place every other year, the Exhibitions and Museums Division contributed S\$30.4 million to FY2005 revenue, a marginal increase over FY2004's revenue of S\$30.3 million. Key contributors to this division included exhibition events such as Lima, IMA, TFAP, Label Expo, Korea Air show, SIBOS, and event launches for BMW in Singapore and Yamaha Motors in Vietnam, as well as the completion of a museum, retail and F&B projects in Sentosa, an exhibition gallery in Science Centre and the museum in Changi Chapel.

Revenue from the Research and Design Division grew 25% to S\$2.5 million, while the Group's Integrated Marketing Division recorded a marginal increase in revenue of 2.2% to S\$2.31 million.

Said Mr Benedict Soh (苏锡波), Group Managing Director of Kingsmen, "Our healthy topline performance for FY2005 affirms our sustained efforts to growing our regional and local business. For FY2006, we will implement several regional and local 'roll-out programmes' for a few of our key accounts. We are confident that the management of our key accounts and the growth of export business in the Asia-Pacific, United States and Europe, will provide short to medium term expansion opportunities for our Interiors Division.

The retail markets in many parts of the world are also opening up to global brands and the travel retail industry is experiencing encouraging growth. We believe that our strong reputation and expertise in the fit-out of major travel retail stores will empower us to take on such opportunities."

The Group continues to receive strong orders from customers and as at February 22, 2006, the Group's confirmed contracts stood at S\$21.2 million.

Added Mr Soh: "We expect improved results for the Exhibition and Museums Division, as most major exhibitions, including Asian Aerospace and World Telecom will take place this year. We also expect to be heavily involved in the construction works of major museums in Singapore."

The Group believes that the encouraging growth of its Malaysian operations is a result of the opportunities presented by the recently completed Kuala Lumpur Convention Centre, which is designated to be an exhibitions and events hub for Malaysia.

The Group has also increased its Vietnam operational capabilities as it expects the recent increase in investor confidence, growth in the tourism industry, new infrastructure projects planned by the Vietnamese government, as well as the boom in the retail sector and exhibition sector, to present good growth opportunities.

In line with the Group's policy of distributing its profits to reward loyal shareholders, the Board is recommending a dividend payout of 1 cent per ordinary share.

About Kingsmen Creatives Ltd.

Listed on the SGX-SESDAQ in 2003, Kingsmen is a leading communications design and production group in Asia Pacific and the Middle East. Established in 1976, its four business segments comprise Exhibitions & Museums, Retail & Office Interiors, Research & Design, and Integrated Marketing Communications.

Kingsmen offers a "one-stop-shop" solution through a vertical and horizontal integration of services, giving their clients the benefits of convenience and cost savings. Building on its design-led, quality and service-driven culture, the Group has established a visible brand name that is synonymous with creative and innovative solutions.

Together with its affiliates, Kingsmen has a regional network of 16 offices and full-service facilities in Asia Pacific and the Middle East. The Group has a long-standing base of clients from diverse industries including well-known names such as Robinsons, DFS Venture, Dickson Group, F J Benjamin, Burberry, Asian Aerospace and Reed Exhibitions.

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