



## NEWS RELEASE

### **KINGSMEN MOVES TO THE MAINBOARD**

- **well positioned for next phase of growth**
- **continues to see strong orders for its services**

*Singapore, July 18 , 2008* – Kingsmen Creatives Ltd (“Kingsmen” or “the Group”), a leading communications design and production group in Asia Pacific and the Middle East, today announced that it has received in-principle approval from the Singapore Exchange Securities Trading Limited (SGX-ST) to upgrade the listing of its shares to the Mainboard of the SGX-ST.

Mr Benedict Soh, Executive Chairman of Kingsmen, said: “We are delighted to receive this news as it marks another milestone in our corporate journey. We have been working hard to grow our business and we are confident that this development will serve as an impetus to drive us to deliver even better results. Significantly, we continue to see strong interest for our services not only in Singapore but also in the region.

We are now ready for our next big push – to take our businesses in the region to the next level. While all our markets are growing nicely, we see tremendous untapped potential for us in North Asia, the Middle East and India. We therefore intend to devote more resources to further develop these markets.”

As at 30th June 2008, the Group has been awarded contracts of approximately S\$166.5 million, of which approximately S\$134.8 million is expected to be recognized in FY2008.

## **About Kingsmen Creatives Ltd.**

Listed on the Singapore Exchange, 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 BMW, Burberry, DBS Bank, Dickson Group, Esprit, FJ Benjamin, Gucci, Nokia, Robinsons Group (including John Little and Marks and Spencer), Tiffany and Wing Tai.

For the financial year ended 31 December 2007 (“FY2007”), Group revenue increased 34 % to S\$146.1 million while net profit attributable to shareholders jumped 90% to \$9.4 million.

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