



**Kingsmen Creatives Ltd.**  
(REG.No. 200210790Z)

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## **CHANGES IN INTEREST – DECREASE IN SHAREHOLDING IN SUBSIDIARY, KINGSMEN HONG KONG LIMITED**

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### **1. INTRODUCTION**

The board of directors (the “**Directors**”) of Kingsmen Creatives Ltd. (the “**Company**”) wishes to announce that Kingsmen (North Asia) Limited (“**KNA**”) had on 20 December 2010 awarded 57,600 ordinary shares (the “**Shares**”) in the share capital of Kingsmen Hong Kong Limited (“**KHK**”), representing approximately 2.0% of the total number of issued shares in the share capital of KHK, to Ma Ming Fai (the “**Awardee**”) (the “**Award**”).

The Awardee is currently the deputy general manager and a director of KHK and has had four years of service with the Group. The award is given to him in recognition and reward of his past contributions and services to the Group and to encourage and incentivise further dedication and loyalty to the Group.

Pursuant to the Award, KNA will reduce its shareholding in KHK from 2,822,400 Shares, representing approximately 98.0% of the share capital of KNA to 2,764,800 Shares, representing approximately 96.0% of the share capital of KHK.

The net asset value of KHK based on its latest audited financial statements as at 31 December 2009 is approximately HK\$19,512,368.

### **2. INFORMATION ON KNA AND KHK**

KNA is a company incorporated in Hong Kong and having its registered office at 728 Topsail Plaza, 11 On Sum Street, Shatin, New Territories, Hong Kong.

As at the date of this announcement, the shareholders of KNA are the Company and Peok Chong Eng, which holds approximately 92.2% and 7.8% of the share capital of KNA respectively.

As at the date of this announcement, KNA owns the entire issued share capital of each of Kingsmen Beijing Co., Ltd, Ltd, Kingsmen Shanghai Co., Ltd and Kingsmen Macao Limited. KNA also holds approximately 96.0% and 93.0% direct interest in each of KHK and Kingsmen Taiwan (International) Co., Ltd respectively.

### **3. FINANCIAL EFFECTS**

The Award is not expected to have any material financial impact on the consolidated net tangible assets per share and consolidated earnings per share of the Company for the financial year ended 31 December 2010.

**4. INTERESTS**

None of the Directors of the Company has any interest, direct or indirect, in the Award and the Company has not received any notification from any of its controlling shareholders that they have any interest, direct or indirect, in the Award.

By Order of the Board

Soh Siak Poh Benedict  
Executive Chairman  
7 January 2011