



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

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## **CHANGES IN INTEREST – DECREASE IN SHAREHOLDING IN SUBSIDIARY, KINGSMEN OOH-MEDIA PTE LTD**

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### **1. INTRODUCTION**

The board of directors (the “**Directors**”) of Kingsmen Creatives Ltd. (the “**Company**”, wishes to announce that the Company has on 10<sup>th</sup> November 2011 entered into a sale and purchase agreement to sell 14,500 ordinary shares in the capital of Kingsmen Ooh-media Pte Ltd (“**KOM**”) representing approximately 5.0% of the entire issued and paid-up share capital of KOM, to Melissa Ho Wai Leng (“**MHWL**”) (the “**Sale**”).

The consideration (“**Consideration**”) for the Sale is S\$35,000 and was arrived at on a willing-buyer and willing-seller basis, taking into account the adjusted net asset value of KOM as at 30 June 2011.

The Consideration will be satisfied wholly in cash, and payment of the Consideration will be made in stages over a period of seven (7) months with completion scheduled for May 2012. An appropriate announcement on the completion of the Sale will be made in due course.

MHWL is currently a key executive of KOM and the Sale will better align the interests of MHWL with the interests of KOM, and the Group.

Pursuant to the Sale, the Company will reduce its shareholding in KOM from 203,000 ordinary shares representing approximately 70.0% of the entire issued and paid-up share capital of KOM, to 188,500 ordinary shares representing approximately 65.0% of the entire issued and paid-up share capital of KOM.

### **2. FINANCIAL EFFECTS**

The Sale 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 ending 31 December 2011.

### **3. INTERESTS**

None of the Directors or its controlling shareholders of the Company has any interest, direct or indirect, in the Sale.

By Order of the Board

Soh Siak Poh Benedict  
Executive Chairman  
11 November 2011