



KINGSMEN CREATIVES LTD.

(Company Registration No: 200210790Z)

TRANSFER OF EQUITY INTEREST IN I-PROMO PTE. LTD.

The Board of Directors of Kingsmen Creatives Ltd. (the "Company") wishes to announce that the Company has entered into an agreement dated 26 August 2013 with Kingsmen Ooh-Media Pte. Ltd. ("KOM"), for the transfer of 100% of the equity interest in I-Promo Pte. Ltd. ("I-Promo") from the Company to KOM (the "Transfer"). The Company holds 65% of the equity interest in KOM. Accordingly, I-Promo will remain a subsidiary of the Company.

None of the Company's directors and controlling shareholders has any interest, direct or indirect, in the Transfer.

BY ORDER OF THE BOARD

Soh Siak Poh Benedict
Executive Chairman
29 August 2013