



**Kingsmen Creatives Ltd.**

(Company Registration Number 200210790Z)

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**ENTRY INTO A MEMORANDUM OF UNDERSTANDING WITH REGAL INTERNATIONAL GROUP, THE DESTINATION LAB AND ONG&ONG PTE LTD**

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The Board of Directors (the "**Board**") of Kingsmen Creatives Ltd. (the "**Company**") wishes to announce that the Company's wholly owned subsidiary, Kingsmen Exhibits Pte Ltd ("**KE**") has on 28 July 2016 entered into a memorandum of understanding ("**MOU**") with diversified international business group Regal International Group, leading hospitality consultant The Destination Lab and architecture and interior design consultancy ONG&ONG Pte Ltd (collectively, the "**Consortium**"). Under the terms of the MOU, it is envisaged that the Consortium will assess the commercial potential of two locations/properties in East Malaysia with a view to own, develop and operate an eco-resort destination and vacation community. KE, being the attractions consultant, will together with The Destination Lab and ONG&ONG Pte Ltd carry out site assessment and feasibility analysis as well as master planning of the projects under the lead of Regal International Group.

On KE's role as attractions consultant, Mr. Anthony Chong, Managing Director of KE, shared, "We are delighted to be a part of this exciting collaboration. Eco-tourism is on the rise in Asia, and the sites we have surveyed have the potential to introduce a unique experience for city dwellers and eco tourists, with its rich heritage and biodiversity".

The entry into the MOU is not expected to have any material financial impact on the earnings per share and net tangible assets per share of the Group (the "**Company and its subsidiaries**") for the current financial year ending 31 December 2016.

None of the Directors and controlling shareholders of the Company has any interest, whether direct or indirect, in the MOU (other than through their shareholdings in the Company).

**BY ORDER OF THE BOARD**

Soh Siak Poh Benedict  
Executive Chairman

28 July 2016