

NEWS RELEASE

KINGSMEN AND HASBRO BRING YOUR FAVOURITE CHILDHOOD TOYS TO LIFE WITH **TOYBOX** – HASBRO’S FIRST MULTI-BRAND LIVE CARNIVAL IN ASIA



Singapore, December 13, 2018 - Kingsmen Creatives Ltd. (“Kingsmen”) and its subsidiaries (the “Group”), a leading communication design and production group in Asia Pacific and the Middle East, announced today that its wholly-owned subsidiary, Kingsmen Exhibits Pte Ltd (“Kingsmen Exhibits”) has embarked on a collaboration with global play and entertainment company Hasbro International, Inc. (“Hasbro”) to launch TOYBOX, together with venue partner Sentosa Development Corporation.

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TOYBOX is Hasbro's first ever multi-brand carnival in Asia, and is supported by the Singapore Tourism Board's Kickstart Fund.

Making its debut at Sentosa's Palawan Green, which is easily accessible from the adjacent Beach Station, the inaugural event from 1 February to 17 February 2019 promises to bring everyone's favourite childhood toys to life in a super-sized way. Featuring seven popular Hasbro brands including Transformers, My Little Pony, NERF, Monopoly, Cluedo, Baby Alive and Play-Doh, TOYBOX will see activity zones as well as food, beverage and merchandise stalls spread across a 4,800 sqm playground.

Both the young and young-at-heart will find plenty to do at TOYBOX. Besides fun photo opportunities featuring super-sized forms of fan-favourite toys as well as live mascot appearances, visitors can look forward to a variety of games and activities. Some highlights include:

- 1) **Super Claw** – a fun and oversized twist on the popular arcade game which will find visitors taking the place of the claw in a human claw machine to win toys and prizes.
- 2) **Play Pool** – a jumbo inflatable playground and ball pit featuring My Little Pony and Monopoly's brand elements.
- 3) **Play-Doh Picnic Party** – a picnic-themed zone where families can create their own pretend picnic spreads using Play-Doh.
- 4) **Cluedo Tudor Mansion** – aspiring detectives can put their puzzle-solving skills to the test at this escape room modelled after the popular board game.
- 5) **My Little Pony Rainbow Kingdom** – fans of the animation can design their own My Little Pony figurine and even receive a My Little Pony-inspired makeover.

Admission to TOYBOX is free. Coupons are available for purchase to enjoy the games, activities, food and beverages. For more information and the latest updates on TOYBOX, please visit www.toyboxsingapore.com or <https://www.facebook.com/TOYBOXbyHasbro>.



About Kingsmen Creatives Ltd.

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading communication design and production group. Established in 1976, the Group has a network of 21 offices and full service facilities serving global clients in Exhibitions & Thematic, Retail & Corporate Interiors, Research & Design, and Alternative Marketing.

Kingsmen's seamless end-to-end solutions, through its vertically and horizontally integrated service offerings, coupled with its network of offices and partners, provide clients the benefits of flexibility, speed and value. Building on its design-led, quality and service-driven culture, the Group has established a reputation and visible brand that is synonymous with creative and innovative solutions.

The Group serves a long-standing base of clients from diverse industries including well-known names such as Chanel, Changi Airport Group, DBS, FJ Benjamin Group, Gucci, Hong Kong & Shanghai Disneyland, LVMH Group, Ralph Lauren, Resorts World Sentosa, Robinsons Group, Singapore GP, TAG Heuer, Tax Free World Association, Tiffany & Co., Universal Studios and Wing Tai Asia. For more information, please visit: <http://www.kingsmen-int.com/>.

About Hasbro Inc.

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter ((@Hasbro & @HasbroNews) and Instagram (@Hasbro). © 2018 Hasbro, Inc. All Rights Reserved.

About the Kickstart Fund

The Singapore Tourism Board (STB)'s Kickstart Fund supports untested lifestyle events, pop-ups and concepts that show tourism potential and innovation in the areas of arts, entertainment, dining, sports and retail. Funding is capped at a maximum of S\$150,000 per project and recipients will get mentorship guidance from industry leaders during the execution of their project. Applications are accepted on an on-going basis but evaluated every two months. The fund is part of STB's Tourism Development Fund, designed to help realise STB's Quality Tourism strategy by enhancing Singapore's destination attractiveness. Visit [STB's grant page](#) for more information.

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