

NEWS RELEASE

KINGSMEN AND DISCOVERY, INC. ANNOUNCE PLANS TO DEVELOP ANIMAL PLANET TRAVELLING EXPERIENCES

Singapore, April 24, 2019 – Kingsmen Creatives Ltd. (“Kingsmen”) (“**金明创新**”), and its subsidiaries (the “Group”), a leading communication design and production group, today announced that Kingsmen Xperience, Inc., its US-based subsidiary has entered into a worldwide development agreement with global entertainment company Discovery, Inc., through Discovery Licensing (“Discovery”) for the development of Animal Planet travelling experiences.

Under the terms of the worldwide development agreement, Kingsmen will co-conceptualize, create, build and operate multiple Animal Planet travelling experiences, with the first experience scheduled to open in Singapore at the end of 2019. This will be the first Animal Planet branded experience for Discovery and marks the start of an inaugural partnership between the two companies.

Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen, said, “Through our partnership with Discovery, we aim to engage audiences in new and exciting ways, and from entirely new angles. Leveraging on the world-class storytelling capabilities of both companies, the travelling experiences will incorporate high-quality immersive spaces that bring education alive and present fresh learning opportunities for visitors of all ages. This partnership is another extension of our transformation journey, as we continue to form strong collaborative partnerships with global brand and content owners to bring a unique mix of immersive environments, interactive installations and multimedia content to the world. Significantly, this partnership with Discovery also marks our entry into the edutainment segment of our new content and intellectual property business.”

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 Animal Planet

Animal Planet, one of Discovery, Inc.'s great global brands, is dedicated to creating high quality content with global appeal delivering on its mission to keep the childhood joy and wonder of animals alive by bringing people up close in every way. Available to 360 million homes in more than 205 countries and territories, Animal Planet combines content that explores the undeniable bonds forged between animals and humans, optimized across all screens around the world. In the U.S., Animal Planet audiences can enjoy their favorite programming anytime, anywhere through the Animal Planet Go app which features live and on-demand access. For more information, please visit www.animalplanet.com.

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