

NEWS RELEASE

KINGSMEN PARTNERS VISION HIGH TO BRING NERF ACTION XPERIENCE TO THE CHINA MARKET



Singapore, July 15, 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 an agreement with Vision High (HK) Limited (“Vision High”) to open NERF family entertainment center (“FEC”) attractions within the China market.

Under the terms of the agreement, Vision High will be Kingsmen's exclusive partner to open NERF FECs within Mainland China, including Hong Kong and Macau. This marks the start of Hasbro's branded experiences to enter the China market and signals the start of an inaugural partnership between Kingsmen and Vision High.

Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen, said, “Engaging and experiential attractions know no boundaries, and we are delighted to be able to introduce this exciting entertainment concept into the China market through our partnership with Vision High. We see the China market as an important one. One that has evolved and grown with strong demand for unique, interactive and quality entertainment experiences for consumers. Given NERF Action Xperience's (“NAX”) unique engaging environments and play interactions, we are confident that NAX will be a hit in China! ”

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

[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. 13 on the 2019 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 eight years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#)) and Instagram ([@Hasbro](#)).

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