

NEWS RELEASE

KINGSMEN AND HASBRO LAUNCH THE WORLD'S FIRST NERF ACTION XPERIENCE ("NAX") ARENA IN SINGAPORE

- *Spanning over 18,000 square feet in Marina Square, the world's first NAX arena is an edutainment-inspired Family Entertainment Centre designed to encourage active play and teamwork*

Singapore, 4 October 2019 – Kingsmen Creatives Ltd. ("**Kingsmen**"), a leading communication design and production group in Asia Pacific, the Middle East and America, today unveiled the world's first NAX arena in partnership with global play and entertainment company, Hasbro, Inc. ("**Hasbro**"). Jointly opened by the Guest-of-Honour, Mr. Keith Tan, Chief Executive of Singapore Tourism Board ("**STB**"), Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen, and Mr. Matt Proulx, Vice President of Location Based Entertainment of Hasbro, the arena features multiple-themed activity zones targeted at both the young – three to sixteen years old – and young at heart.



“NAX arena is a first-of-its-kind branded attraction centre in the world. It unlocks a whole new way for fans to experience the renowned NERF brand,” said Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen. “Through the application of our core expertise, we are able to bring a unique one-of-a-kind entertainment experience to the market. NAX arena is not just a fun venue, it is a highly interactive arena that encourages learning, team building and family or community bonding through active play. The opening of the NAX arena is part of our transformation from a traditional business to a creator of new and unparalleled experiences around the world.”

AN EXPERIENTIAL FAMILY ENTERTAINMENT CENTRE FOR EVERYONE

The four unique activity zones in the NAX arena are themed after extreme natural environments to challenge players of all ages. Each zone – Compete, Conquer, Challenge, and Create – is designed to enhance skill sets, identify personal strengths, and build individual confidence.

1. Compete

The Compete zone comprises two exclusive NERF worlds – Zombie City and Camp Dune. This group-based NERF battle ground is dedicated to strengthening strategic thinking, teamwork and communication skills. Groups of up to six can develop a collective team identity by working towards common goals such as securing vaccine in a battle against zombies or invading a new planet to save the world.

2. Conquer

The Conquer zone takes NERF-style physical play to the extreme. It offers active play experiences conducted in challenging landscapes inspired by the world’s harshest terrains, including drop slides, and high rope courses that are aimed at helping children overcome their fears and test their limits; thereby building their confidence, mental toughness and resilience.

3. Challenge

The Challenge zone is a blaster-themed playground catered for toddlers and young children aged six and under to play their way through racing roads. It includes zip lines, obstacle courses and a giant pool of NERF dart balls for children to expend their boundless energy.

4. Create

The Create zone allows individuals to express themselves creatively in a freestyle manner. Through the use of Super Soakers and fabric tie-dye, everyone gets a chance to create unique designs of t-shirts and tote bags.

MORE THAN JUST FUN AND GAMES

All play zones have been jointly developed with leading international sports psychologists from Mental Toughness Research Institute (“**MTRI**”), USA, to hone and support the development of confidence, resilience and problem-solving strategies for all players at the NAX arena.

Through this partnership with MTRI, the NAX arena will promote family time, physical activity and mental resilience through its weekly complementary programmes.

Kingsmen is also working with Singapore’s Health Promotion Board (“**HPB**”) to introduce the NAX arena to HPB’s programmes such as Active Youth Recharge and Active Family, which encourage children and youths to lead an active lifestyle.

WHAT’S IN IT FOR SINGAPORE?

According to the latest Tourism Sector Performance report by STB, tourist spending in Singapore fell in the first quarter of 2019 compared to the same period last year. Despite an increase in tourist arrivals, the sightseeing, entertainment, and gaming sector saw a decrease in tourism receipts by three per cent to SGD1.4 billion.

As the world’s first, the NAX arena will be a huge draw and appeal for both locals and international visitors. The NAX arena expects to see over hundreds of thousands of visitors annually.

“Singapore is the perfect location for the world’s first NAX arena,” said Mr. Matt Proulx, Vice President of Location Based Entertainment of Hasbro. “This beautiful region is a top destination for visitors from all over Asia, and we cannot wait for fans and families from all over to visit the NAX arena, because for us and our fans, it’s NERF or Nothin’!”

“The NAX arena is unique and will enrich Singapore’s family-friendly offerings. STB will continue to support industry partners with good ideas to make Singapore ever more interesting and fun for visitors and locals,” said Mr. Keith Tan, Chief Executive of STB.

Since its inception in 1976, Kingsmen has worked with architects, engineers, designers, and builders to bring multiple experiential concepts to life. With today’s launch, the NAX arena will be the first of many Family Entertainment Centre concepts that Kingsmen will roll out globally within the next few years. The entire NAX arena is a multimillion concept and is expected to provide local visitors and tourists with hours of active play.

TICKETS AND OPENING HOURS

The NAX arena is open to single players and groups, with four rooms available for event bookings. It will retail exclusive made-for-Singapore NERF blasters and merchandise. The NAX arena is open daily from 10am to 10pm, with the last entry timed at 7.30pm. For more information, visit <https://www.nerfax.com.sg/ticket-info>



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, 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](http://www.hasbro.com) (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, MAGIC: THE GATHERING and POWER RANGERS, 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](https://twitter.com/Hasbro)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

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For media enquiries, please contact:

SG Story Pte Ltd

nerf@sgstory.com

Ruth Chew

M: +65 9695 5789

Rachelle Tan

M: +65 9011 0055

Debbie Song

M: +65 8360 9705