



NEWS RELEASE

TERMINATION OF AGREEMENT WITH VISION HIGH TO BRING NERF ACTION XPERIENCE TO THE CHINA MARKET

Singapore, December 31, 2019 – Kingsmen Creatives Ltd. (“Kingsmen”) (“金明创新”), and its subsidiaries (the “Group”), a leading communication design and production group, refers to the announcement made on 15 July 2019 in relation to the agreement entered into between Kingsmen Xperience, Inc. (“Kingsmen Xperience”), its US-based subsidiary and Vision High (HK) Limited (“Vision High”) to open NERF family entertainment center attractions within the China market (the “Agreement”).

The Group wishes to announce that Kingsmen Xperience and Vision High have mutually agreed to terminate the Agreement and each party shall release the other party of all the obligations and duties under the Agreement.

The termination of the Agreement is not expected to have any material impact on the earnings per share and net tangible assets per share of the Group for the current financial year ending 31 December 2019.

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

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/>

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