



KINGSMEN CREATIVES LTD.

(Company Registration Number: 200210790Z)

PROFIT GUIDANCE FOR THE HALF YEAR ENDED 30 JUNE 2020

The Board of Directors (the “**Board**”) of Kingsmen Creatives Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) wishes to announce that, following a preliminary review of the unaudited financial results of the Group for the half year ended 30 June 2020 (“**1H 2020**”), the Group is expected to report a net loss for 1H 2020 compared to a net profit for the previous corresponding half year ended 30 June 2019.

The global COVID-19 pandemic has severely impacted the business of the Group, resulting in cancellations and postponement of contracts, temporary closure of factories and operations, and a disruption in the supply chain. As a result, the Group registered a decline in revenue and higher cost of sales due to the disruption in supply chain for 1H 2020. Despite the ongoing cost containment and cost saving measures taken, it was not sufficient for the Group to achieve a positive bottom line. Notwithstanding the above, the Board believes that the working capital position of the Group remains healthy.

The Company is still in the process of finalising the unaudited financial results of the Group for 1H 2020. Further details of the financial performance of the Group will be disclosed when the Company announces the unaudited financial results of the Group for 1H 2020 on or before 14 August 2020.

The Board wishes to advise shareholders and potential investors of the Company to exercise caution when dealing in the shares of the Company.

BY ORDER OF THE BOARD

Soh Siak Poh Benedict
Executive Chairman

16 July 2020