



KINGSMEN CREATIVES LTD.

(Company Registration Number: 200210790Z)

INFORMATION ON ANNUAL GENERAL MEETING TO BE HELD ON 29 APRIL 2021

The Board of Directors (the “**Board**”) of Kingsmen Creatives Ltd. (the “**Company**”) refers to:

- (a) the Notice of the Eighteenth Annual General Meeting of the Company (the “**AGM**”) dated 7 April 2021 (the “**Notice of AGM**”);
- (b) the COVID-19 (Temporary Measures) Act 2020 passed by Parliament on 7 April 2020 which enables the Minister of Law by order to prescribe alternative arrangements for, *inter alia*, listed companies in Singapore to conduct general meetings, either wholly or partly, by electronic means;
- (c) the COVID-19 (Temporary Measures) (Alternative Arrangements for Meetings for Companies, Variable Capital Companies, Business Trusts, Unit Trusts and Debenture Holders) Order 2020 (the “**Order**”) which came into operation on 27 March 2020, and was amended pursuant to, *inter alia*, the COVID-19 (Temporary Measures) (Alternative Arrangements for Meetings for Companies, Variable Capital Companies, Business Trusts, Unit Trusts and Debenture Holders) (Amendment No. 3) Order 2020, which sets out the alternative arrangements in respect of, *inter alia*, general meetings of listed companies in Singapore;
- (d) the announcement made by the Singapore Exchange Regulation (the “**SGX RegCo**”) on 7 September 2020 pursuant to the Order, stating that all SGX-listed issuers can have the option to conduct general meetings by electronic means until 30 June 2021 even where the issuers are permitted under the COVID-19 safe distancing regulations to hold physical meetings, to help minimise physical interactions and COVID-19 transmission risks; and
- (e) the joint statement by the Accounting and Corporate Regulatory Authority, the Monetary Authority of Singapore and the SGX RegCo issued on 13 April 2020 (as further updated on 27 April 2020, 22 June 2020 and 1 October 2020) which provides additional guidance on the conduct of general meetings during the period when elevated safe distancing measures are in place.

In light of the above, the Company wishes to inform its shareholders (“**Shareholders**”) that the Company will be conducting its AGM by way of electronic means pursuant to the Order as part of its efforts to minimise physical interactions and COVID-19 transmission risks.

Date, time and conduct of AGM

The AGM will be convened and held by way of electronic means on **Thursday, 29 April 2021 at 10.00 a.m.** to transact the business set out in the Notice of AGM.

Documents for the AGM

Documents relating to the business of the AGM, which comprise the Annual Report of the Company for the financial year ended 31 December 2020 (the “**Annual Report**”), the Notice of AGM, the accompanying Proxy Form for the AGM (the “**Proxy Form**”) and the Circular to Shareholders in relation to the Proposed Adoption of the Share Purchase Mandate (the “**Circular**”), will be published on SGXNET and the Company’s website at the following link: <http://kingsmen.listedcompany.com/misc/agm>.

Printed copies of the Annual Report, Notice of AGM, Proxy Form and Circular will **NOT** be mailed to Shareholders.

Alternative Arrangements for the AGM

(a) Participation in the AGM via live webcast or live audio feed

As the AGM will be held by way of electronic means, Shareholders will **NOT** be able to attend the AGM in person. All Shareholders or their corporate representatives (in the case of Shareholders which are legal entities) will be able to participate in the AGM proceedings by accessing a live webcast or live audio feed. To do so, Shareholders are required to pre-register their participation in the AGM (the “**Pre-registration**”) at the following link: <https://kingsmenagm.listedcompany.com/kingsmen-creatives-ltd-agm-2021/registration> (the “**AGM Registration and Q&A Link**”) by **10.00 a.m. on 26 April 2021** (the “**Registration Deadline**”) for verification of their status as Shareholders or as corporate representatives of Shareholders.

Upon successful verification, each verified Shareholder or its corporate representative will receive an email by **10.00 a.m. on 28 April 2021**. The email will contain instructions to access the live webcast or live audio feed of the AGM proceedings. Shareholders or their corporate representatives must not forward the email to other persons who are not entitled to participate in the AGM proceedings. Shareholders or their corporate representatives who have pre-registered by the Registration Deadline but did not receive an email by **10.00 a.m. on 28 April 2021** may contact the Company for assistance via telephone at +65 6880 4305 during office hours on 28 April 2021.

(b) Voting by proxy

Shareholders may only exercise their voting rights at the AGM via proxy voting.

Shareholders who wish to vote on any or all of the resolutions at the AGM must appoint the Chairman of the AGM as their proxy to do so on their behalf. In appointing the Chairman of the AGM as proxy, Shareholders must give specific instructions as to voting, or abstention from voting, in respect of a resolution in the Proxy Form, failing which the appointment of the Chairman of the AGM as proxy for that resolution will be treated as invalid.

The duly executed Proxy Form must be submitted in the following manner:

- (i) if submitted by post, be deposited at the registered office of the Company at 22 Changi Business Park Central 2, The Kingsmen Experience, Singapore 486032; or
- (ii) if submitted electronically, be submitted via email to proxyform@kingsmen-int.com,

in either case, not less than **72 hours** before the time appointed for the holding of the AGM.

Shareholders who hold shares through a Relevant Intermediary as defined in Section 181 of the Companies Act, Chapter 50 of Singapore (including Supplementary Retirement Scheme (“**SRS**”) investors, CPF Investment Scheme (“**CPFIS**”) investors and holders under depository agents) and who wish to exercise their votes by appointing the Chairman of the AGM as proxy should approach their respective Relevant Intermediaries (including their respective SRS approved banks, CPFIS agent banks or depository agents) to submit their voting instructions by **5.00 p.m. on 20 April 2021**, being 7 working days before the date of the AGM.

(c) Submission of questions prior to the AGM

Shareholders may submit questions related to the resolutions to be tabled for approval at the AGM during the Pre-registration via the AGM Registration and Q&A Link, or by email (together with their full name (as per CDP records), identification number, and contact number (to enable the Company and/or its agents and service providers to authenticate their status as Shareholders)) to the Company by **10.00 a.m. on 26 April 2021** to RSVP@kingsmen-int.com, so that the questions may be addressed during the AGM proceedings. Shareholders will not be allowed to ask questions during the live webcast of the AGM.

The Company shall address relevant and substantial questions relating to the resolutions to be tabled for approval at the AGM, at the AGM. The Company will publish the minutes of the AGM on SGXNET and the Company’s website, within one month after the date of the AGM.

BY ORDER OF THE BOARD

Soh Siak Poh Benedict
Executive Chairman

7 April 2021