

NEWS RELEASE

KINGSMEN ON RECOVERY PATH - RECORDS NET PROFIT OF S\$4.6 MILLION IN FY2022

- Revenue increases 20.2% to S\$328.4 million
- Recovery momentum expected to continue in 2023
- To continue tight rein on operations and cost management
- Pipeline of projects secured remains strong at S\$133 million

FY2022 Results Highlights

	FY2022	FY2021	Change
Revenue	S\$328.4m	S\$273.2m	20.2%
Gross Profit	S\$70.3m	S\$58.9m	19.4%
Net Profit	S\$4.6m	S\$1.0m	361.9%
EPS	2.30 cents	0.50 cents	360.0%

“We have turned the corner. Our second half saw a strong performance and we expect the momentum to continue. Our markets are finally fully open and we see good traction in our discussions and interaction with clients and new prospects, who are moving ahead to reclaim opportunities and markets missed these few years. Demand for the solutions and services we can provide are strong. Our immediate focus will be on improving profitability by better managing sales and project selection, continuing a tight rein on cost management, and improving efficiency and operational delivery.” said **Mr Andrew Cheng, Group CEO of Kingsmen.**

Singapore, February 23, 2022 – Kingsmen Creatives Ltd. (“Kingsmen”) (“金明创新”), and its subsidiaries (the “Group”), a leading creator of experiences, today announced a net profit of S\$4.6 million for the year ended December 31, 2022 (“FY2022”) compared to a net profit of S\$1.0 million for the previous corresponding year (“FY2021”). Although some projects were put on hold, the Group’s diversified capabilities and portfolios have enabled it to secure opportunities that emerged which contributed positively to its bottom line. Group revenue increased 20.2% to S\$328.4 million in FY2022, from S\$273.2 million in FY2021.

The **Exhibitions, Thematic & Attractions division** registered a revenue of S\$141.6 million in FY2022, an increase of S\$32.8 million or 30.1% from S\$108.8 million in FY2021. The increase in revenue was mainly due to the return of physical trade shows, conferences and events as travel restrictions and social distancing requirements due to the COVID-19 pandemic eased.

The **Retail & Corporate Interiors division** recorded a revenue of S\$164.4 million in FY2022, an increase of S\$16.0 million or 10.8% compared to S\$148.4 million in FY2021. The division saw a pick up in the volume of projects as clients accelerated their business plans to refresh or launch new concepts to engage their target audiences in the new environment.

The **Research & Design division** achieved a revenue of S\$14.6 million in FY2022, an increase of S\$1.6 million or 12.4% from S\$13.0 million in FY2021. The division pushed hard, and through its innovative design solutions offered to clients, managed to capitalise on opportunities in the market and saw numerous projects proceeding or completed as planned.

The **Experiential Marketing division** registered a revenue of S\$7.7 million in FY2022, an increase of S\$4.8 million or 165.0% compared to S\$2.9 million in FY2021. The resumption of face-to-face brand activation events and conferences provided the division with a good pipeline to secure and deliver on multiple projects.

Outlook for 2023 and Beyond

Sharing the Group's outlook for 2023 and beyond, Mr Cheng said: "We see a more purpose driven and focused market returning with clients looking for new areas of differentiation and experiences. Our evolution and push to focus on experiential solutions is timely and bodes well for us. As at 31 January 2023, we have secured contracts of S\$133 million, of which S\$125 million is expected to be recognised in 2023.

The exhibition and events business has returned, and organisers and brand owners are aggressively making up for lost time and ground. Many new shows are being planned, notably branded pop-ups, activation and engagement events.

The thematic attractions market remains buoyant with a good pipeline of projects coming onstream across the region, and the team is busy managing and delivering multiple committed projects.

Our Retail & Corporate Interiors division is seeing more enquiries and projects from existing and new clients across the region. There is a marked demand for new and exciting customer experiences and engagement platforms, especially in branded pop-up/experiential installations, as well as for travel retail, as travels see a resurgence across the region.

Our Research & Design division continues to be busy, fulfilling and meeting enquiries for new experiences and engagement concepts. We will continue to enhance our creative capabilities as the market evolves, to deliver more experiential solutions to clients.

The attractions industry is starting to see modest recovery with more international travel numbers. Demand for activity and engagement platforms remains strong and we will continue to push branded intellectual property concepts in the overseas markets, and develop and introduce new unique experiences.

Overall, we see a good return of the market and opportunities across all sectors of our business, as clients want more unique engagement, and experiential ideas and solutions for their audiences. Uncertain market conditions however remain and we will adopt a prudent approach to managing costs and operations. We will continue our drive to enhance our capabilities in creativity, ideas and experiential solutions, leveraging them as core areas of differentiation that will excite clients and meet market needs.”

In line with the Group’s policy of distributing its profits to reward loyal shareholders, the Board is recommending a final dividend of 1.0 Singapore cent per ordinary share.

About Kingsmen Creatives Ltd.

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading creator of experiences. Established in 1976, the Group has a network of offices and full service facilities serving global clients in Exhibitions, Thematic & Attractions, Retail & Corporate Interiors, Research & Design, and Experiential Marketing.

Kingsmen's creative capabilities and 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, Singapore GP, TAG Heuer, Tax Free World Association, Tiffany & Co. and Universal Studios.

For more information, please visit: <http://www.kingsmen-int.com/>.

-- END --

For more information, please contact:

Khoo How Huai

Senior Manager, Group Finance

Kingsmen Creatives Ltd.

DID: (65) 6880 0090

Email: khoohowhuai@kingsmen-int.com