

NEWS RELEASE

KINGSMEN XPERIENCE AND GOOD VIBRATIONS ANNOUNCE STRATEGIC PARTNERSHIP FOR BRANDED ATTRACTIONS IN NORTH AMERICA

Singapore and United States, March 6, 2023 – Kingsmen Creatives Ltd. (“**Kingsmen**”), a leading creator of experiences, announced today that Kingsmen Xperience, Inc. (“**Kingsmen Xperience**”), its United States location-based entertainment focused subsidiary, and Good Vibrations Holding Co., LLC (“**Good Vibrations**”), an operator of family oriented destination attractions headed by Robin Turner, one of the co-founders of the highly successful WonderWorks chain of tourism driven attractions, have formed a strategic partnership for branded location based entertainment in North America.

Under the partnership, Kingsmen Xperience will, through its wholly owned subsidiary, KX Management LLC, source the real estate and intellectual property, manage licensor relations, and provide production and marketing support. Good Vibrations will be involved in sourcing premium destination venues and locations, as well as providing certain funding and operational management of the various permanent facilities and travelling attractions through its BrightPlay and BrightColors operating divisions.

This partnership will start with the debut of the first North American location of NERF ACTION XPERIENCE, and the world’s first PLANET PLAYSKOOL kids experience, in late 2023 at Westfield Garden State Plaza in Paramus, New Jersey, United States. Both indoor entertainment centers will feature multiple activity zones, food & beverage areas, and retail stores that will engage and involve all visitors into the action and fun.

Nerf Action Xperience will span over 36,000 square feet of wholly immersive and true active play activities that unlock a totally new and exciting way to experience the NERF brand for fans of all ages, bringing Nerf play to never imagined heights of excitement. The family entertainment center is perfect for older kids, young adults, and provides an ideal space for team building, corporate events and parties.

As a recognised leader in educational toys and games for children, Hasbro has helped generations of families play together. Planet Playskool is an indoor children’s creative play center curated with well-loved entertainment brands from Hasbro including Play-Doh, Transformers, PJ Masks, Mousetrap, Spirograph and Tinkertoy. Planet Playskool is perfect for young kids, and will span over 20,000 square feet, bringing together the fun of these beloved brands and allowing young visitors to unleash their creativity and imagination, as well as engage in boundless discoveries and parties with their friends.

The partnership and respective roles will continue with the recently announced licensing agreement between Crayola LLC and BrightColors, LLC to open a minimum of five new Crayola Experience venues over the next five years, doubling the attraction brand’s presence in the United States.

Commenting on the partnership and the opening of the new attractions, Andrew Cheng, Group CEO of Kingsmen shared, “This is an exciting development for us. The partnership with Good Vibrations and the opening of these new attractions in the United States marks the resumption of our drive to deliver new and unparalleled experiences around the world, after a three years hiatus due to the pandemic. It also marks another step in our drive to introduce new and exciting branded attractions to fans around the world. We will continue to explore new opportunities given the strong demand for branded content.”

Senior Executive Vice President of Kingsmen Xperience, Corey Redmond, said that “The strategic partnership with Good Vibrations is a perfect complement to our core skill sets. With their vast experience and knowledge of attraction operations and consumer insights, combined with Kingsmen Xperience’s ability to collaborate with best-in-class brands across disciplines, it will allow us to create wonderful and memorable consumer experiences.”

Managing Director of Good Vibrations, Robin Turner, said that “We are very excited to be working with Kingsmen Xperience and taking the many years of expertise we have in the family attraction business to the next level with a new slate of branded location-based entertainment. This is just the beginning of what we plan to do together, as we grow the business and various projects with Kingsmen Xperience across North America.”

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 <https://www.kingsmen-int.com>.

About Kingsmen Xperience, Inc.

Headquartered in Los Angeles, California, United States, Kingsmen Xperience is the location-based entertainment focused subsidiary of Kingsmen Creatives Ltd. in the United States.

Kingsmen Xperience transforms iconic consumer brand engagements into reimagined and expansive interactive experiences. Through the creation of landmark attractions, consumers get to engage with beloved brands in new and extraordinary ways.

Kingsmen Xperience has vast experience in licensing and managing global intellectual property, raising capital, as well as working with leading commercial real estate companies worldwide for optimal venues. In addition, it provides oversight in the management of the design, production, and operations of experiential attractions. Kingsmen Xperience's projects include museum quality travelling exhibitions, pop-ups, and permanent installations, both in traditional and non-traditional venues.

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

About Good Vibrations Holding Co., LLC

Good Vibrations owns, operates and finances family entertainment attractions across the United States through its two subsidiaries, BrightColors, LLC and BrightPlay, LLC.

With almost fifty years of experience in the leisure, attraction and retail industries, the principals of Good Vibrations have experience working at Walt Disney World, James E. Strates Shows, and owning and operating Ripley's Believe It or Not Museum in Panama City, Florida, United States.

The principals of Good Vibrations have also co-founded, developed and operated numerous attractions and retail outlets across the country, including edutainment attractions such as WonderWorks, the Techno-Tainment attraction Beyond the Lens!, Adventure High Ropes & Zip Line Courses, as well as Alvin's Island Tropical Department stores.

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