

kingsmen

20th Annual General Meeting

27 April 2023

2022 Market Environment

2nd half market pick up from easing of lock downs & restrictions

Markets evolved – greater creative & experiential demands

Pent up demand for face-to-face engagement

Inflationary & rising interest rate pressures

FY2022 Key Highlights

Strong pick up from exhibitions, retail interiors & experiential marketing segments in 2H FY2022

Operations impacted by disruptions in manpower & supply chain

Continued tight financial management & drive for efficiency

FY2022 Key Financial Highlights

REVENUE

 20.2%

S\$328.4m

GROSS PROFIT

 19.4%

S\$70.3m

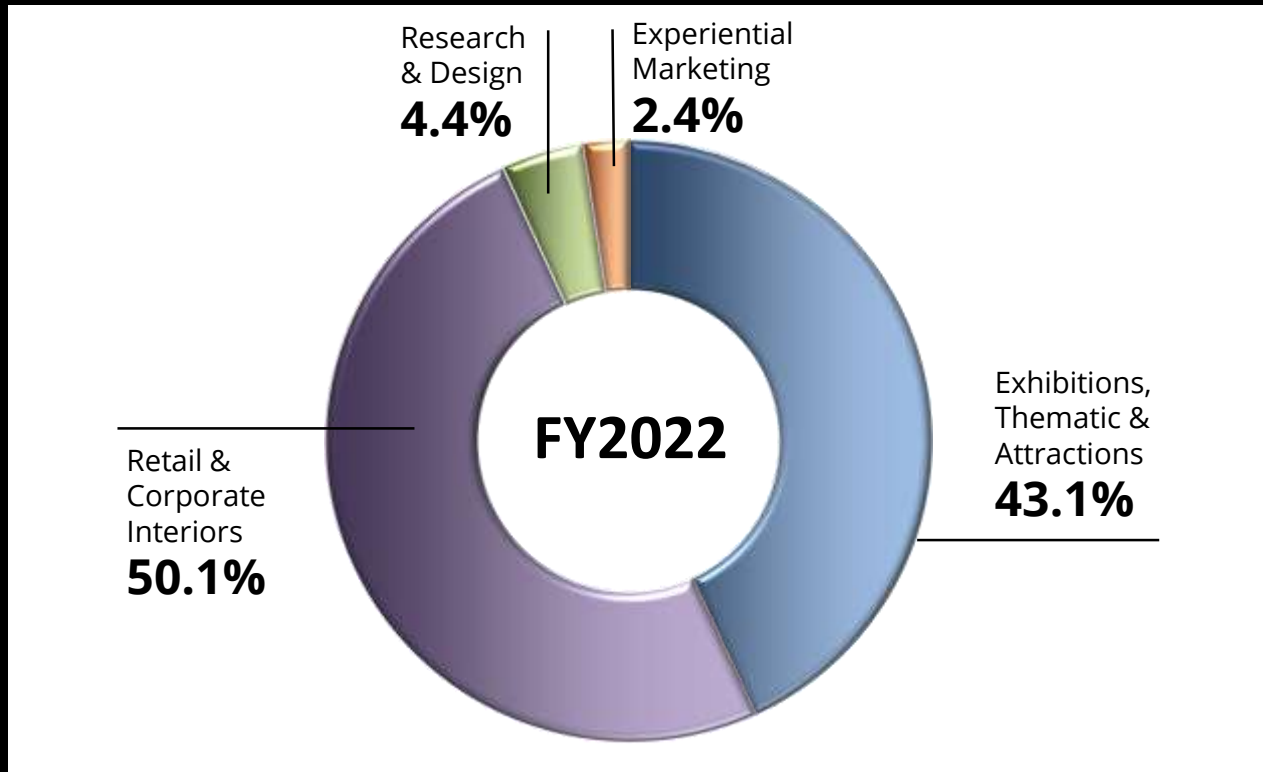
NET PROFIT

 361.9%

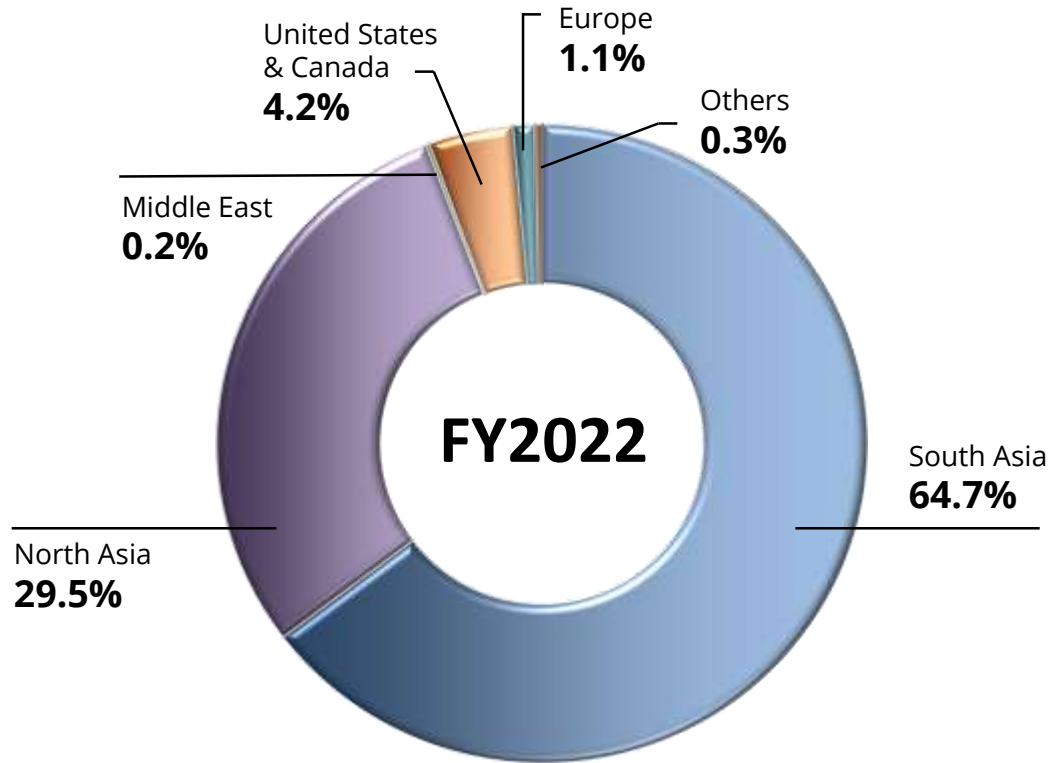
S\$4.6m

“We have turned the corner!”

Revenue by Activities



Revenue by Geographical Region





Segmental Business Overview

Exhibitions & Events

Return of trade shows, conferences & events

Niche & branded pop-ups, activation & engagement events

Orders from Public Sector for COVID-19 related works

Thematic & Museums

Multiple ongoing projects

Faced delays in project implementation & supply chain disruption

Research & Design

Capitalising opportunities to provide innovative design solutions

Numerous projects proceeding or completed as planned

Retail & Corporate Interiors

Multiple ongoing & new projects

Pick-up in volume as clients accelerate business plans to engage customers

Experiential Attractions

Improving from lesser restrictions but continued impact by modest travel numbers

Multiple overseas enquiries

**EXHIBITIONS & EVENTS
THEMATIC & MUSEUMS**

ESTÉE
LAUDER
COMPANIES
雅诗兰黛集团

Estee Lauder at China International Consumer Products Expo 2022, China



Lighting Up the Connected Future

AI Home: Breakthrough Business Model for Broadband Market



Huawei at Asia Tech x Singapore, Singapore



BMW i Pavilion, Singapore



Dior Spring Summer 2022, Vietnam



BURBERRY
LONDON ENGLAND

Burberry TB Summer Monogram, Singapore



Ulysses Nardin, Freak World Tour, Singapore

OUR HISTORY AT A GLANCE



FORT CANNING HERITAGE GALLERY

Fort Canning Park is a verdant oasis of serenity amidst the ever-bustling heart of Singapore's Civic District. The park sits on Fort Canning Hill, which has borne witness to many of Singapore's historical milestones. It was once a 'fortified' hill that served as a home for rulers, governors and soldiers. Today, the hill is a public park that may be freely accessed and enjoyed by all, and holds a special place in the collective memories of generations of Singaporeans.

The story of Fort Canning Park encompasses the history of a hill, a site witness to Singapore's journey and evolving identity over the span of 700 years and counting. The Fort Canning Hill Heritage Gallery presents this compelling story, charting the hill's changing role through Singapore's development and its relevance to Singaporeans today and in the future.

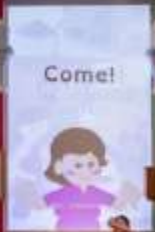
Welcome to the gallery!

Fort Canning Heritage Gallery, Singapore



THE MARKETPLACE
EST. 1930
★ Promote! Promote!
★ You can sell anything
OPENING HOURS

HERBAL SHOP



FRUIT SHOP



Children's Museum Singapore



The Explorers Kid's Zone, The Fullerton Ocean Park Hotel, Hong Kong



Lexin China Energy Storage Building Showroom, China



China Literature Exhibition Hall, China



Neobio Museum, China

RETAIL & CORPORATE INTERIORS



Berluti, Vietnam

& other Stories



& Other Stories (Image Courtesy of & Other Stories), Singapore



Consentino Gallery Showroom, Singapore



Wakuda, Singapore

SUSTAINABILITY & CSR



The Kingsmen Spirit



Well-being & Engagement

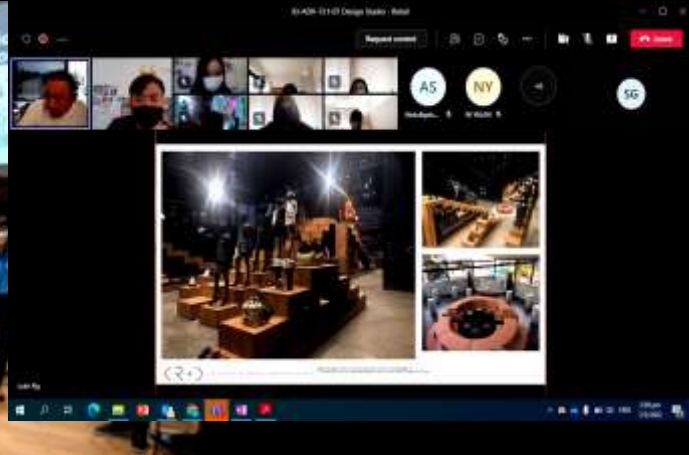


Training & Development

3rd year amongst top 250 Employers in Singapore

Singapore's Best Employers, The Straits Times & Statista Survey





Industry & Community Involvement

2023 & BEYOND



Into 2023...

Markets are open

New opportunities with strong interests on experiences

**Continue prudent financial management & agile
business operations**

Areas of Opportunity

Demand for unique & differentiated experiences

Changes in sourcing & procurement

Changes in lifestyles & engagement

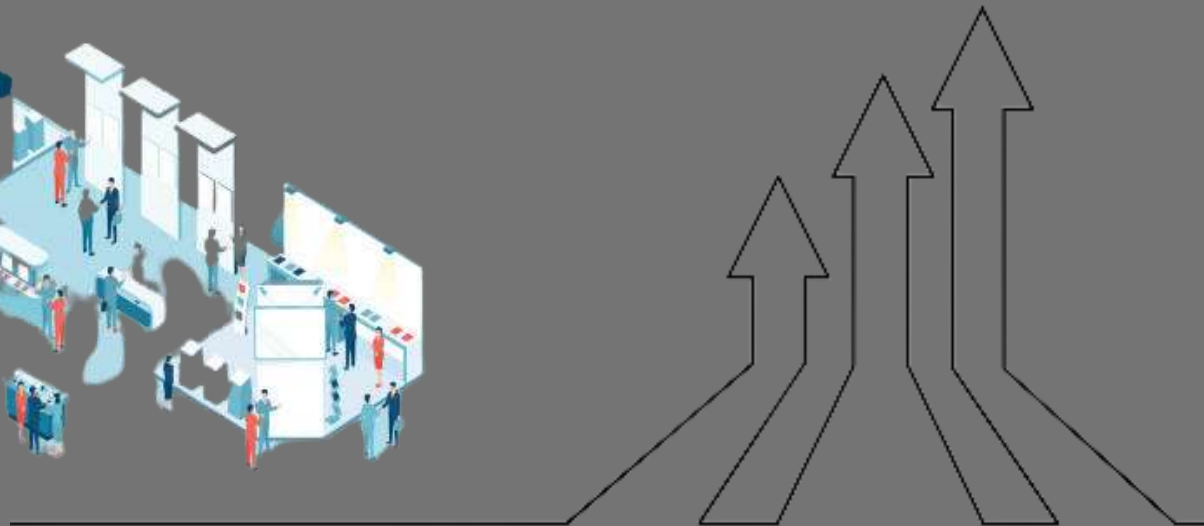
Increased use of digital platforms



EXHIBITION



2023 and beyond





OSAKA, KANSAI, JAPAN
EXPO2025

Themed Attractions



Mandai Precinct, Singapore



Disneyland Paris



Disneyland Hong Kong



Minion Land, Japan



Universal Studios, Beijing



Warner Bros Studio, Japan

LBE Attractions



NORTH AMERICA

Garden State Plaza (New Jersey) - Opening 2023



NORTH AMERICA

Garden State Plaza (New Jersey) – Opening 2023



Inspiring Discovery

Go behind the scenes of the creative process and be inspired by works of renowned artists



Self-Expression

Empower guests with the creative skills to express themselves

Crayola[®]
ART House



Rewarding

Celebrate personal growth and be rewarded with meaningful takeaways

Luxury Retail

BUSINESS / BUSINESS OF LUXURY

LVMH's Strategy in Asia is a Multi-Pronged Approach

Despite the potential of Asia as a major market for the conglomerate, LVMH is not putting all of its eggs in a single basket.

JUL 01, 2022 | By Joseph Low



Dior Closes its First Fall 2022 Show in Seoul

On April 30, Dior held the Fall 2022 fashion show at Gaha Women's University. This unique show, the first to be held in Korea, shows the fashion house's vision and desire to penetrate deeper into the Korean and Asian markets in general.

MAY 2022 | By Joseph Low



BUSINESS / BUSINESS OF LUXURY

The Rise of Asian Brand Ambassadors

Asia is on the rise, no doubt about it, and luxury brands are banking on this rise to garner greater attention to their brands through appointing more Asians to be their ambassadors.

MAY 20, 2021 | By Joseph Low



Just close to two decades ago, it would be absurd to think that Asia would become an economic superpower, let alone having Asian brand ambassadors fronting a campaign. The Western countries have been leading the way ever since the end of the Cold War and the resolution of the USSR in the 90s, signalled the start of a golden age era for the United States (US) and its allies. Aside from the ideological success of Eisenhower's strategy on the economic front, the westerners have too become the major operators.

CAGR 8.5% to 2026
APAC – key markets

Sources:

<https://www.businesswire.com/news/home/20220908005628/en/Global-Luxury-Goods-Market-Report-2022-Increasing-Young-Working-Class-Population-Consumer-Awareness-About-the-Benefits-of-Using-Quality-Products-Driving-Growth>—ResearchAndMarkets.com
<https://www.businesswire.com/news/home/20220629005468/en/Key-Trends-and-Opportunities-in-the-APAC-Luxury-Market-to-2026-Circular-Luxury-Gains-Traction-as-Millennials-Look-for-Sustainable-and-Affordable-Products>—ResearchAndMarkets.com

Pop-ups



Athleisure

CAGR 9.1% (2023 – 2030)

US\$662 billion market by 2030

Lululemon Continues to Expand Internationally

- Lululemon plans to open two stores in Spain in September.
- The company currently has a presence in eight European countries.



Alpen opens giant flagship in Shinjuku, Tokyo



SPORTSWEAR
Alpen opens giant flagship in Shinjuku, Tokyo

SPORTSWEAR
Alpen Tokyo
March 11, 2022 · 1.1k likes

Sporting goods retailer Alpen will launch its largest flagship store yet in Shinjuku, Tokyo, tomorrow, March 11.

The store comprises about 270sqm spread over five floors, with dedicated sections for camping and outdoor gear, golf, tennis, water sports and baseball equipment.

Atsushi Maruo, president of Alpen said: "There is potential in the city centre because our market share is low. It will be an opportunity to meet many new customers."

Japanese sportswear brand Goldwin opens first flagship store in China



SPORTSWEAR
Japanese sportswear brand Goldwin opens first flagship store in China

SPORTSWEAR
Goldwin China
August 18, 2022

Japanese sportswear brand Goldwin has opened its first flagship store in China, marking a significant milestone for the company's international expansion.

Gymshark to open first ever permanent physical store



SPORTSWEAR
Gymshark to open first ever permanent physical store

SPORTSWEAR
Gymshark
December 1, 2022

Gymshark will open its first permanent physical store in London's Regent Street, marking a significant milestone for the company's international expansion.

Collaboration – Luxury x Athleisure



Loewe x ON Running



Dior x Technogym



Michael Kors x Ellesse



Jacquemus x Nike (upcoming)



Gucci x Adidas

F&B



Growth in luxury dining experiences

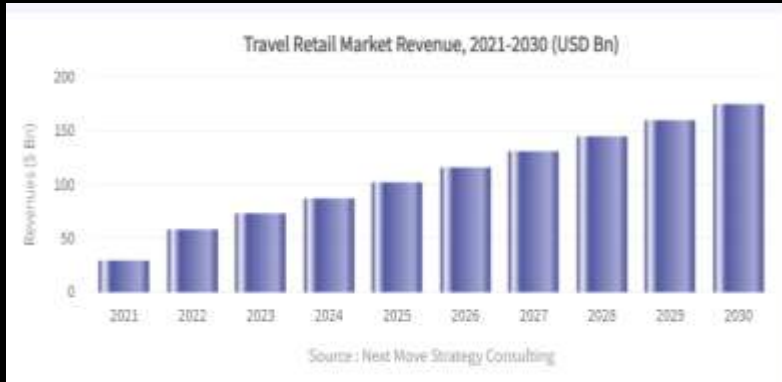
F&B chains expanding in Asia



Travel Retail

CAGR 18.9% (2022 – 2030)

Evolving airport environment



Source: <https://www.nextmsc.com/report/travel-retail-market>



Growing Business Verticals

Exhibitions & Events

Returning & multiple projects lined up with good enquiries

Thematic & Museums

Multiple projects ongoing with strong pipeline

Research & Design

Increasing enquiries as clients look at new ways of engagement

Retail & Corporate Interiors

Brands entering markets with new concepts & pop-up platforms

Experiential Attractions

Recovering as restrictions eased

Multiple overseas enquiries

Business focus on creating & delivering experiences

Robust Order Book

S\$133m

(S\$125m expected to be
recognised in 2023)

As of 31st January 2023

Focus for 2023



Drive experiential
business &
differentiation



Manage
financials



Tight & efficient
operations



Grow business
& profitability

The Experience Company

