

NEWS RELEASE

KINGSMEN XPERIENCE AND MAX-MATCHING ENTERTAINMENTS ANNOUNCE STRATEGIC PARTNERSHIP TO BRING NERF ACTION XPERIENCE TO CHINA

Singapore, China and United States, November 7, 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 Max-Matching Entertainments Co., Ltd. (“**Max-Matching Entertainments**”), one of the largest investors, developers, and operators of location-based entertainment in China with rapid expansion across Asia, have formed a strategic partnership to bring the globally popular NERF Action Xperience family entertainment centers, under license by leading toy and game company Hasbro, to China beginning in 2025.

Under the partnership, Kingsmen Xperience will manage the intellectual property and licensor relations, and lead design and development. Max-Matching Entertainments will identify the locations and destination venues, develop the properties, and provide best-in-class operations and facilities management. The permanent NERF Action Xperience indoor family entertainment centers are planned to open first in Beijing, followed by other locations throughout China.

NERF Action Xperience is a true active play center that unlocks a totally new and exciting way to experience the NERF brand for fans of all ages, bringing NERF play to never imagined heights of immersion and excitement. Facilities will range in size from 1,500 m² – 4,500m², and will feature everything needed to realize the ultimate NERF experience: blaster battle zones, sports challenges, an obstacle course, a food & beverage area, and a retail store.

“The strategic partnership with Max-Matching Entertainments is a perfect complement to our core skill sets and represents our continued commitment to expand the NERF Action Xperience throughout China and Asia-Pacific,” said Corey Redmond, Senior Executive Vice President of Kingsmen Xperience. “With their vast experience and knowledge of attraction operations and Chinese 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.”

“China is one of the world’s fastest growing markets for family entertainment products. There has been a growing demand for world-class leisure and entertainment experiences and destinations by families and young travelers. Our strategic partnership with Kingsmen Xperience will introduce a line-up of adrenaline-pumping adventures, taking the NERF Action Xperience to a new level in China,” said Owen Zhao, President of Max-Matching Entertainments.

“For nearly 55-years, NERF has grown from a toy brand to a true social, active play lifestyle with a passionate global following and footprint across 25+ diverse categories. NERF Action Xperience is a perfect example of how the spirit of the NERF brand can be translated to new and truly immersive touchpoints for fans,” said Matt Proulx, Vice President, Global Experiences, Partnerships and Music at Hasbro. “Following excitement for NERF Action Xperience centers in the U.S. and U.K., we’re eager to expand our reach with Kingsmen Xperience and Max-Matching Entertainments and bring adrenaline-packed experiences and dynamic gaming to our fans in China.”

Commenting on the partnership and opening of the new attractions, Andrew Cheng, Group Chief Executive Officer of Kingsmen shared, “The opening of these new attractions marks another step in our drive to deliver new and unparalleled experiences around the world. NERF Action Xperience is a highly interactive attraction that encourages team building and family or community bonding through active play. We will continue to explore new opportunities given the strong demand for branded content.”

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 reimaged 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 Max-Matching Entertainments Co., Ltd.

Max-Matching Entertainments is a leading investor, developer, and operator of location-based entertainment in China with rapid expansion across Asia. The company has successfully curated and organized various international IP themed projects in China and the United States, providing integrated solutions across themed retail and F&B, theme parks, Family Entertainment Centers (FEC), and pop-up visitor experiences in partnership with international IPs, government stakeholders and real estate groups. Max-Matching Entertainments has been spearheading the creation of international IP visitor experiences featuring Hasbro, Mattel, WildBrain, Aardman, Crayola, and other well-known IPs. Max-Matching Entertainments is committed to supporting brands and clients with integrated solutions best suited for each market - combining world-class entertainment brands and local market insights and expertise.

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the United States by the Civic 50.

For more information, please visit <https://corporate.hasbro.com>.

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>.

- END -

For more information, please contact:

Jessie Mei
Corporate Communications
Kingsmen Xperience, Inc.
DID: (1) 310 531 8118
Email: info@kingsmenxperience.com

Ginger Jin
Deputy General Manager of Cultural Tourism Department
Max-Matching Entertainments Co., Ltd.
DID: (86) 186 2129 0818
Email: ginger.gin@max-matching.com

Eleen Lim
Manager, Corporate Communications
Kingsmen Creatives Ltd.
DID: (65) 6831 1329
Email: eleenlim@kingsmen-int.com

Crystal Flynn
Hasbro, Inc
DID: (1) 617 849 2368
Email: crystal.flynn@hasbro.com