

kingsmen

21st Annual General Meeting
30 April 2024

2023 Market Environment

Markets opened - regional business ex-China sentiment positive

Heightened demand for creativity & experiences

Resources & supply chain pressures


Rising inflation & interest rates

FY2023 Key Highlights

- Good business pick up across all business segments
- Operations continue to be affected by supply chain shortages
- Continued tight financial management & drive for efficiency
- Bottom line impacted by impairments from several projects


FY2023 Key Financial Highlights

REVENUE

 10.1%

S\$361.5m

GROSS PROFIT

 11.2%

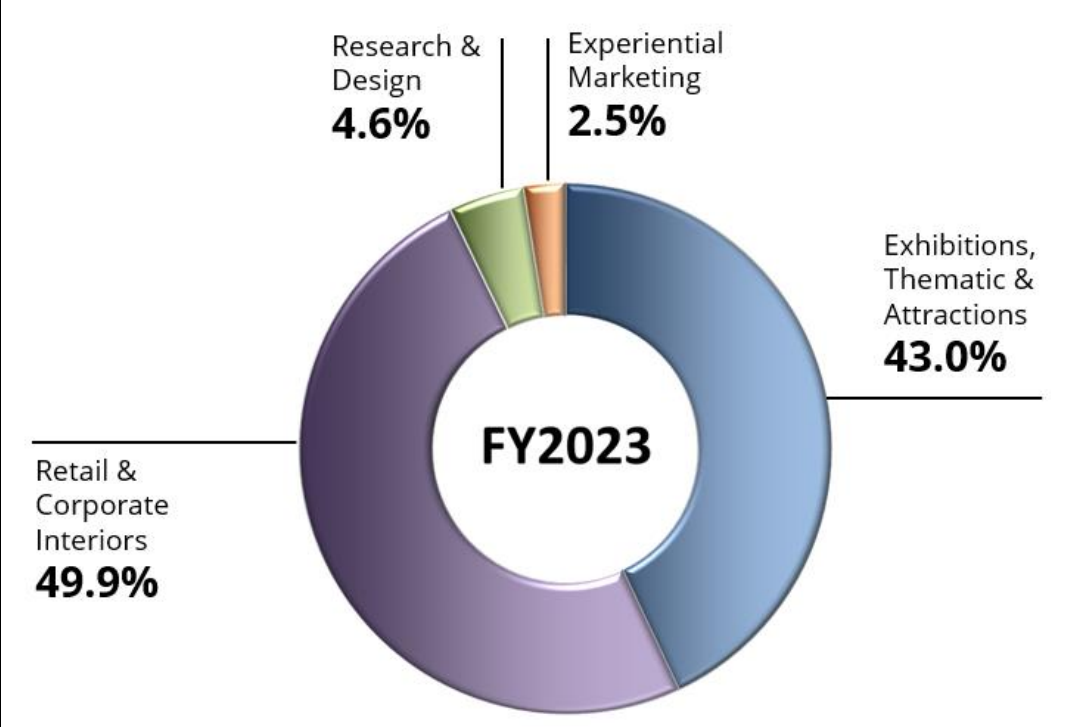
S\$78.2m

NET PROFIT

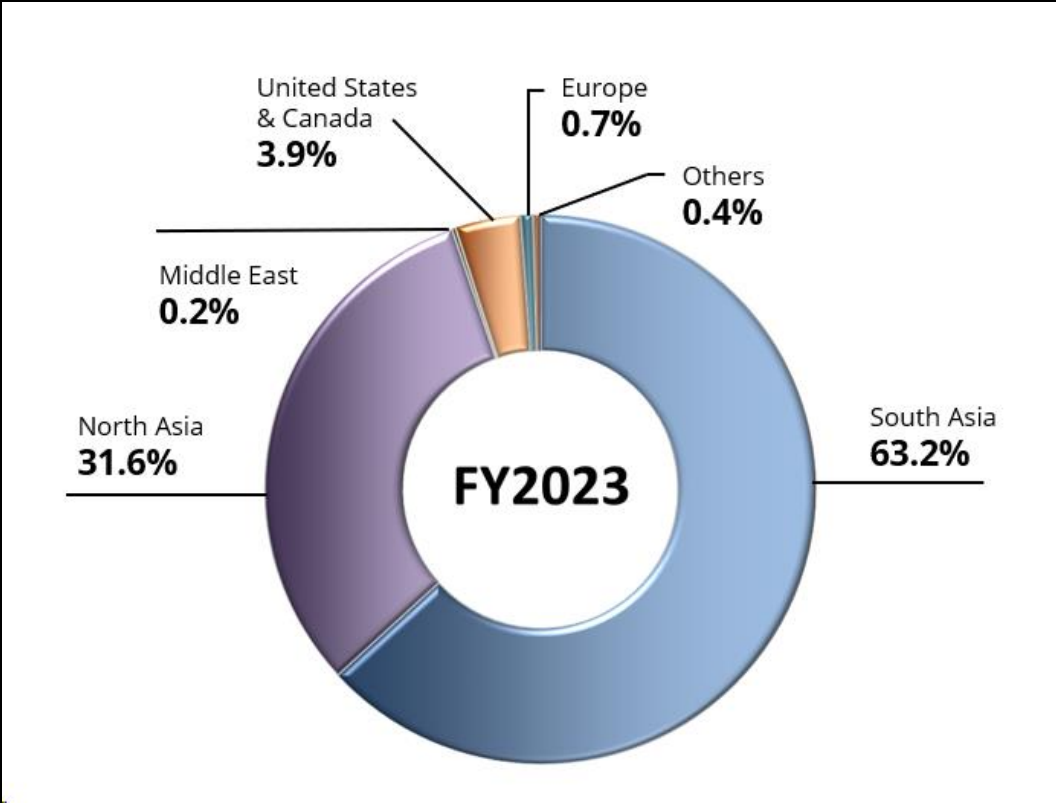
 38.4%

S\$2.9m

Revenue by Activities



Revenue by Geographical Region





Segmental Business Overview

Exhibitions & Events

Return of E&E projects
Luxury brand events pick-up

Thematic & Museums

Multiple ongoing projects
Strong pipeline – Singapore, China, Japan, Hong Kong

Research & Design

Multiple projects running & new pipeline across all sectors

Retail & Corporate Interiors

Multiple projects across Asia markets
Good volumes – Hong Kong, Indonesia, Vietnam, Malaysia
Supply chain pressures

Experiential Attractions

Closure of NAX Singapore
Multiple contracts signed + new inquiries
Construction of US attractions – NAX & Planet Playskool

Impacted by slow Chinese economy, property sector turmoil in Vietnam & various legacy projects and provisions.

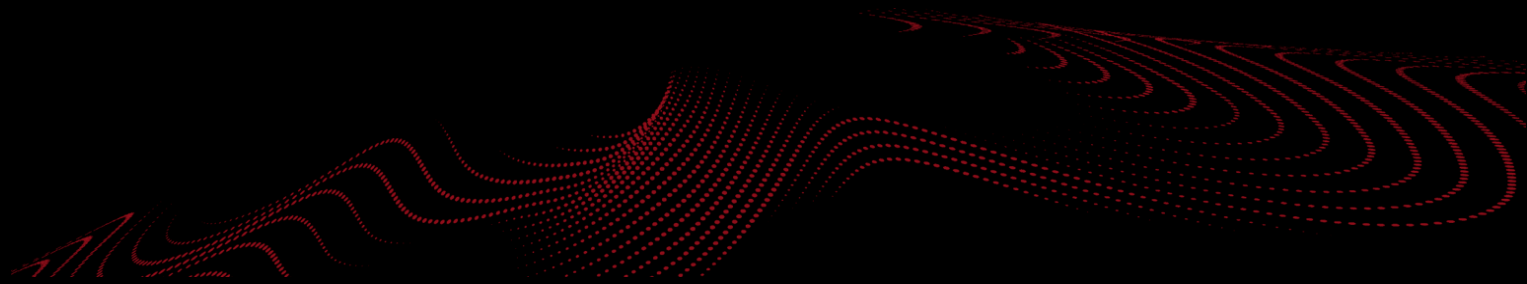
2023 Projects

- Projects in multiple locations
- Secured new brands
- Across all business segments

2023 Corporate Happenings

- Sustainability efforts
- Community & industry involvement
- Training & development
- Well-being & engagement

2024 & BEYOND





Into 2024...

Positive outlook for Asia markets

Strong interest & opportunities in experiences

Increasing use of digital applications & tech solutions

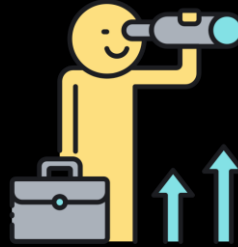
Focus for 2024



Improve
profitability



Differentiated
experience & value



Manage business
& operations



Build on
initiatives

DIGITAL EXPERIENCE

1. Differentiate our value proposition with innovative creative tech solutions and products
2. Improve client return-on-experience by better integrating offline and online experiences
3. Offer & generate new revenue stream
4. Improve efficiency & productivity



Sustainability Initiatives



Sustainable
Solutions

1 Event Sustainability Management Systems

ISO 20121 - design consultancy,
project management & construction of E&E and T&M.



2 Design Sustainably

Creating with a focus on minimising negative environmental impact

3 Reduce, Reuse, Recycle

Minimising wastage to the minimum

4 Carbon Emission Assessment

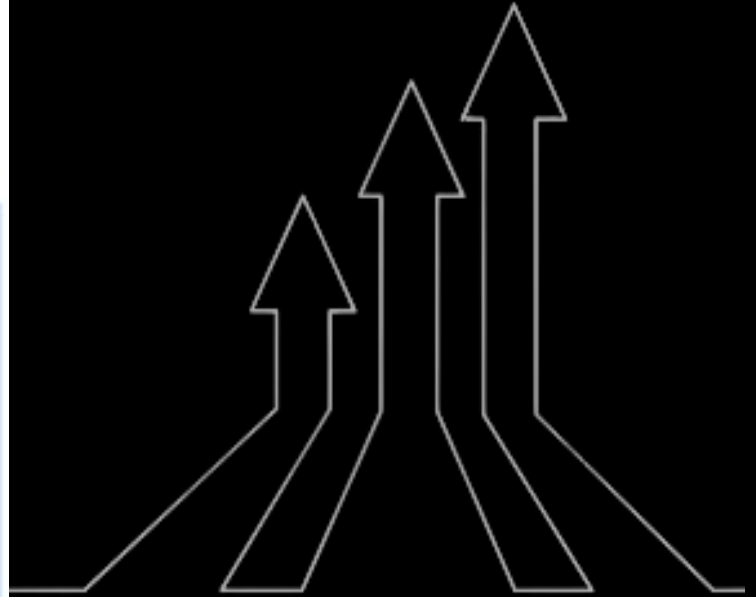
Measure & calculate carbon emission

5 Decarbonisation

Offset emissions through carbon credits



2024 and beyond





SINGAPORE
シンガポール

LBE: Planet Playskool in US

Garden State Plaza (New Jersey) – Opening May 2024



LBE: NERFAX in US

Garden State Plaza (New Jersey) – Opening Jun 2024



Luxury Retail

- Projected annual growth rate **3.38%** (CAGR 2023 – 2028)*



Dior at Jio World Plaza



Cartier at Jio World Plaza



Mumbai Fashion Show 2023

Sources:

*Statista

<https://luxebook.in/cartier-opens-its-first-store-in-mumbai-at-jio-world-plaza/>

<https://www.linkedin.com/pulse/indian-luxury-market-2023-beyond-cassie-owen/>

Experiential Retail

- Memorable interactions & connections beyond retail spaces



Louis Vuitton Year of Dragon at Beijing and Shanghai, China



Dior Cruise Collection and Café at Kuala Lumpur, Malaysia



Lancome at Harbin, China

Experiential Retail



Louis Vuitton's Le Café V at Osaka, Japan



Tiffany's Blue Box Café at New York, USA

Experiential Retail



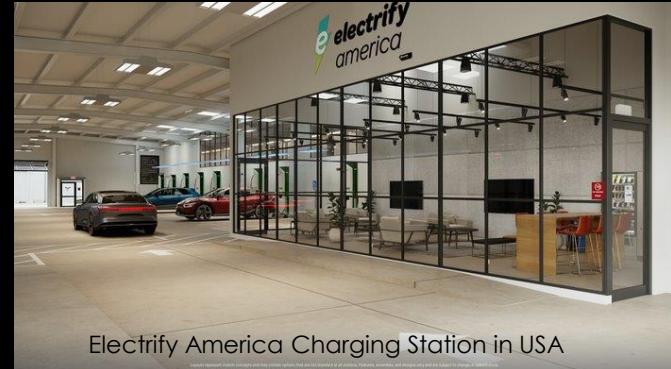
Coach Restaurant in Jakarta, Indonesia



Lifestyle - Automotive



Tesla Experience Store at Siam Paragon, Thailand



Electrify America Charging Station in USA



Zeekr showroom in Amsterdam's Shopping Street



Volvo x Starbucks Charging Station in USA

Lifestyle - Automotive

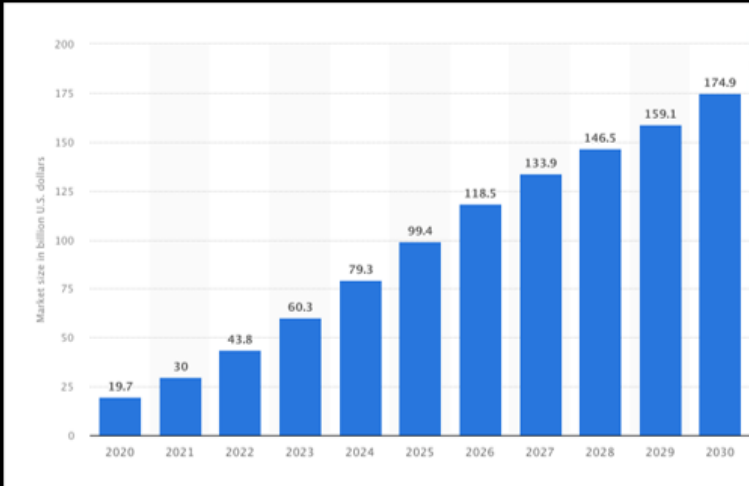


Porsche Studio Singapore

Travel Retail

Surge in international travel

- Forecasted annual growth of 8.5%
- Travel retail transformation



Source: Statista

Singapore

Construction on Changi Airport's Terminal 5 to start in 2025

The Government will inject a further S\$2 billion into the Changi Airport Development fund.

Source: Channel News Asia



Malaysia hopes major revamp will put KLIA back among world's top 10 airports by 2028

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

Mergers & Acquisitions

- From **Consolidation...**



LVMH completes the acquisition of Tiffany & Co.



L'Oréal buys Aesop in \$2.5 billion deal, its biggest acquisition ever

tapestry **CAPRI**
HOLDINGS LIMITED

COACH | kate spade | STUART WEITZMAN | VERSACE | JIMMY CHOO | MICHAEL KORS

Tapestry's Success In \$8.5 Billion Capri Acquisition Hinges On Management And Relationships

PUIG ACQUIRES MAJORITY STAKE IN DR. BARBARA STURM

Mergers & Acquisitions

... to **Opportunities**

- Revitalise
- Fresh experiential approach
- Consumer engagement



Following its acquisition by L'Oréal, Aesop continues its retail footprint expansion



Tiffany Unwraps New Era With Revamped Fifth Avenue Flagship

With Maia Active under its belt, Anta piles pressure on Lululemon, Nike

Robust Order Book

S\$171m

**(S\$152m expected to be
recognised in 2024)**

As of 31st January 2024



Kingsmen

The Experience Company

The Experience Company

