



NEWS RELEASE

KINGSMEN XPERIENCE AND INFINITY EXPERIENCES ANNOUNCE STRATEGIC PARTNERSHIP TO BRING SPACE EXPLORERS: THE INFINITE TO ASIA PACIFIC AND MIDDLE EAST REGIONS

Singapore and United States, May 20, 2024 – 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 Infinity Experiences Inc (“**Infinity Experiences**”), a joint venture between PHI Studio and Felix & Paul Studios to create and market large-scale extended reality experiences, have formed a strategic partnership to bring the travelling exhibition, Space Explorers: THE INFINITE to the Asia Pacific and Middle East regions, beginning with Singapore in 2024.

Since its inception in 2021, Space Explorers: THE INFINITE has welcomed over 400,000 visitors to journey into space with revolutionary 3D 360-degree content, offering a unique glimpse into life aboard the International Space Station (“**ISS**”). With fewer than 250 individuals having ever visited the ISS, this experience offers visitors the rare opportunity to experience life beyond Earth.

Space Explorers: THE INFINITE stands as the world's largest immersive experience centered on space exploration. Transporting visitors into a virtual life-size replica of the ISS, this expansive venture redefines the boundaries of entertainment, offering an unparalleled sense of immersion akin to floating in outer space.

Eric Albert, Co-CEO of Infinity Experiences, said, *"We are thrilled to embark on this new adventure with Kingsmen Xperience, a global player, an elite marketing and distribution house, and a leader in the Asia Pacific and Middle East territories to present to a wider audience what it is like to become an astronaut."*

Corey Redmond, Senior Executive Vice President of Kingsmen Xperience, said, *"Partnering with Infinity Experiences presents an exciting opportunity to introduce this groundbreaking experience to diverse audiences in the Asia Pacific and Middle East regions. Space Explorers: THE INFINITE showcases the transformative power of virtual reality, inspiring and educating viewers about the marvels of space exploration."*

Based on the Primetime EMMY-Award® winning series Space Explorers: The ISS Experience, created by Felix & Paul Studios in collaboration with TIME Studios and NASA, this immersive journey offers an unprecedented opportunity to journey 250 miles above Earth. From encounters with real astronauts to moments of profound Earth-gazing, visitors are invited to step into the shoes of an astronaut for an hour, delving into the essence of space exploration without leaving the ground.

Felix Lajeunesse, Co-Founder and Chief Creative Officer of Felix & Paul Studios and Creative Director of Space Explorers: THE INFINITE, said, "*Audiences no longer only have to watch stories about human spaceflight. We can really make them feel like participants so they can experience an astronaut's journey from within.*"

Since the international debut in Montreal, the experience has garnered widespread acclaim during its global tour, captivating audiences in cities such as Houston, Tacoma, and Vancouver. Recognised for its innovation, the experience has received prestigious accolades, including finalist recognition at the 2022 SXSW Innovation Awards and the Aurea Award for Best Experience in 2022.

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.kx.kingsmen-int.com>.

About Infinity Experiences Inc

Infinity Experiences is a joint venture between PHI Studio and Felix & Paul Studios, founded in April 2020 to create and market large-scale immersive projects, including the travelling exhibition, *Space Explorers: THE INFINITE*. The two companies joined forces and set a mission to evolve how visitors experience new extended reality (XR) experiences while creating a genuine and authentic connection around them.

PHI Studio has developed a reputation as an incubator for talent at the vanguard and as a catalyst for the conception and implementation of immersive multidisciplinary projects. We are continually exploring the ways in which technology can lead to new forms of artistic expression and storytelling. PHI Studio is committed to collaborating with artists, producers, and partners to foster the creation and development of innovative artworks at the vanguard, shaping the future of the immersive experience.

Felix & Paul Studios is an Emmy® award-winning immersive entertainment studio dedicated to producing engaging, innovative and groundbreaking virtual reality, augmented reality and mixed reality experiences for audiences around the world, including *Space Explorers: The ISS Experience*, the project behind THE INFINITE, as well as major collaborations with Cirque du Soleil, Universal Studios, LeBron James, Michelle and Barack Obama, and more.

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>.

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