

NEWS RELEASE

KINGSMEN RECORDS NET PROFIT OF S\$1.3 MILLION IN 1H 2024

- Revenue increases 20.6% to S\$173.4 million
- Expects growth momentum to continue
- Maintains tight rein on cost management amidst rising inflationary pressures
- Pipeline of projects secured stands strong at S\$367 million

1H 2024 Results Highlights

	1H 2024	1H 2023	Change
Revenue	S\$173.4m	S\$143.8m	20.6%
Gross Profit	S\$37.7m	S\$32.8m	15.0%
Net Profit	S\$1.3m	S\$0.6m	109.3%
EPS	0.62 cents	0.30 cents	106.7%

“We have a strong pipeline of secured contracts and expect a robust second half. We continue to see good demand for our solutions and services by the market, and will continue to be selective about the projects we undertake, focusing on costs, margins and clients who are moving forward to better position themselves in their business plans.” said **Andrew Cheng, Group CEO of Kingsmen.**

Singapore, August 12, 2024 – Kingsmen Creatives Ltd. (“Kingsmen”) (“金明创新”), and its subsidiaries (the “Group”), a leading creator of experiences, today announced a net profit of S\$1.3 million for the six months ended June 30, 2024 (“1H 2024”) compared to a net profit of S\$0.6 million for the previous corresponding period (“1H 2023”). Group revenue increased 20.6% to S\$173.4 million in 1H 2024, from S\$143.8 million in 1H 2023.

The **Exhibitions, Thematic & Attractions division** registered a revenue of S\$83.3 million in 1H 2024, an increase of S\$17.9 million or 27.5% from S\$65.4 million in 1H 2023. The division continued to seize opportunities for growth as clients actively seek to promote audience engagement through new shows, branded pop-ups and engagement initiatives.

The **Retail & Corporate Interiors division** recorded a revenue of S\$75.2 million in 1H 2024, an increase of S\$9.1 million or 13.8% compared to S\$66.1 million in 1H 2023. The increase in revenue was mainly driven by good demand for customer experiences in the region, as clients continue to accelerate their business plans to refresh their boutiques or launch new concepts.

The **Research & Design division** achieved a revenue of S\$8.3 million in 1H 2024, an increase of S\$0.9 million or 11.9% from S\$7.4 million in 1H 2023. The division's focus on creating and delivering differentiated offerings for clients, blending sensory experiences with meaningful storytelling and technologies aligned with market demands.

The **Experiential Marketing division** registered a revenue of S\$6.6 million in 1H 2024, an increase of S\$1.7 million or 33.4% compared to S\$4.9 million in 1H 2023. The division moved well to pursue opportunities from clients who pushed their activation events and conferences to engage audiences, and managed to capture and deliver multiple projects.

Outlook for the rest of 2024 and beyond

Sharing the Group's outlook for the rest of 2024 and beyond, Mr Cheng said: "Despite the market environment instability and geopolitical uncertainties, clients remain optimistic about the prospects for their business and are taking steps to reposition their offerings, with a marked focus on experiential and uniqueness. Our ability to create and deliver differentiated customer experiences stands us in good stead to capitalise on these opportunities.

The exhibition and events business is expected to see new shows and increased participation, and clients looking to deliver more pop-ups, activation and engagement events for their customers.

The thematic attractions market remains buoyant with a good pipeline of projects coming on-stream across the region.

While certain areas of the luxury retail sector are softening, our Retail & Corporate Interiors division continues to see good enquiries and projects from existing and new clients in the Southeast Asia markets.

Our Research & Design division will continue to be busy, fulfilling and meeting enquiries for new experiences and engagement concepts as we continue to enhance our creative capabilities.

The attractions industry is back, with good interest in face-to-face engagement platforms."

As at 31 July 2024, the Group has secured contracts of S\$367 million, of which S\$290 million is expected to be recognised in 2024.

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

-- END --

For more information, please contact:

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