

NEWS RELEASE



NETFLIX AND KINGSMEN XPERIENCE PARTNER TO BRING SQUID GAME: THE EXPERIENCE TO SEOUL

Singapore, September 17, 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 Netflix, one of the world’s leading entertainment streaming services, have formed a strategic partnership to bring the thrilling world of Squid Game to life in Seoul, Korea.

Under the partnership, Kingsmen Xperience will collaborate with Netflix on the design and development of the thrilling attraction, while all aspects of operations and marketing of the initial sites will be managed by Kingsmen Xperience’s affiliate company, KX Korea.

Squid Game: The Experience is an adrenaline-pumping, live-action immersion into the Netflix hit series. Squid Game: The Experience allows fans and thrill-seekers alike to enter the world of Squid Game and participate in the games they’ve seen on screen.

Once the games conclude, guests can enjoy creative cocktails, savoury foods, iconic photo opportunities and a retail store featuring exclusive Squid Game collectibles, games and other merchandise.

“We are excited to have this opportunity to expand upon our relationship with Netflix,” said Corey Redmond, Senior Executive Vice President of Kingsmen Xperience. “Our collaboration with Netflix allows us to push the boundaries of immersive entertainment and deliver a truly unique experience for Squid Game fans in the Asia-Pacific region. We can’t wait for guests to engage with the series in an entirely new way.”

About Netflix

Netflix is one of the world's leading entertainment services with 278 million paid memberships in over 190 countries, enjoying TV series, films and games across a wide variety of genres and languages. Members can play, pause and resume watching as much as they want, anytime, anywhere, and can change their plans at any time. Netflix is the exclusive home to Rian Johnson's Glass Onion: A Knives Out Mystery, the critically acclaimed sequel to Knives Out, streaming now.

About Kingsmen Xperience

Headquartered in Los Angeles, California, United States, Kingsmen Xperience is the location-based entertainment-focused subsidiary of Kingsmen Creatives Ltd.

Kingsmen Xperience transforms iconic consumer brand engagements into reimagined and expansive interactive experiences. By creating landmark attractions, consumers can 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://kx.kingsmen-int.com/>.

About Kingsmen Creatives

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/>.

Visual assets for media use: [Squid Game: The Experience Asset Gallery](#)

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