

## NEWS RELEASE

### KINGSMEN REPORTS 27.5% RISE IN 1H 2025 NET PROFIT TO S\$1.6 MILLION

- Pipeline of projects secured stands strong at S\$345 million
- Expects growth momentum to continue

#### 1H 2025 Results Highlights

	1H 2025	1H 2024	Change
Revenue	S\$162.1m	S\$173.4m	-6.5%
Gross Profit	S\$39.9m	S\$37.7m	5.9%
Net Profit	S\$1.6m	S\$1.3m	27.5%
EPS	0.79 cents	0.62 cents	27.4%

“We have a robust pipeline of secured contracts, and see continued opportunities for growth. Our capabilities are evolving as we adapt to shifts in the marketplace and our clients’ needs. We remain committed to investing in our core competencies, exploring new growth avenues, and strengthening our market position.” said **Mr Anthony Chong, Group Chief Executive of Kingsmen**.

*Singapore, August 14, 2025* – 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\$1.6 million for the six months ended June 30, 2025 (“1H 2025”) compared to a net profit of S\$1.3 million for the previous corresponding period (“1H 2024”). Group revenue declined by 6.5% to S\$162.1 million in 1H 2025, compared to S\$173.4 million in 1H 2024.

The **Exhibitions, Thematic & Attractions division** registered a revenue of S\$69.9 million in 1H 2025, a decrease of S\$13.4 million or 16.1% from S\$83.3 million in 1H 2024. While the division benefitted from rising demand for audience engagement through new shows, branded pop-ups, and experiential initiatives, the completion of several key projects in 2024, alongside the scheduling of new projects in the pipeline, resulted in a decline in revenue in 1H 2025.

The **Retail & Corporate Interiors division** recorded a revenue of S\$77.6 million in 1H 2025, an increase of S\$2.4 million or 3.3% compared to S\$75.2 million in 1H 2024. The increase in revenue was mainly driven by growing demand from regional and global brands looking to refresh their retail environments, reposition themselves, and launch new concepts.

The **Research & Design division** achieved a revenue of S\$9.7 million in 1H 2025, an increase of S\$1.4 million or 16.9% from S\$8.3 million in 1H 2024. With a focus on delivering differentiated experiential solutions that integrate sensory experiences, storytelling, and technologies, the division was well-positioned to capture market opportunities.

The **Experiential Marketing division** registered a revenue of S\$4.9 million in 1H 2025, a decrease of S\$1.7 million or 25.3% compared to S\$6.6 million in 1H 2024. The decrease in revenue was mainly due to the completion of several large-scale activation events and conferences in 2024.

#### Outlook for the rest of 2025 and beyond

Sharing the Group's outlook for the rest of 2025 and beyond, Mr Chong said: "Markets are shifting towards purpose-driven, creative, and experience-led projects, an area where we are strongly positioned to lead. Our exhibitions and events business will continue to benefit from brands seeking meaningful face-to-face engagement with their audiences. The thematic and attractions space is also showing strong momentum, with growing demand for immersive and unique activities. Meanwhile, our retail and corporate interiors segment is seeing renewed interest from both regional and global brands looking to differentiate and elevate their offerings. We will continue to enhance our creative and design capabilities, while embracing the latest technologies to deliver transformative solutions for our clients."

As at 31 July 2025, the Group has secured contracts amounting to S\$345 million, of which S\$278 million is expected to be recognised in 2025.

**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/>.

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