Kingsmen

NEWS RELEASE

KINGSMEN'S FY2008 NET PROFIT JUMPS 51% TO S$14.2 MILLION

- **Revenue increases 31% to S$190.6 million**
- **Records fifth straight year of growth**
- **Growth driven by continued strong demand for the Group's specialized services**
- **Proposes final dividend of 1.5 cents**

FY08 Results Highlights:

	FY08	FY07	Change
Turnover	S$190.6m	S$145.9m	+ 31%
Gross profit	S$58.5m	S$39.7m	+ 47%
Net profit after MI	S$14.2m	S$9.4m	+ 51%
Diluted EPS	7.46 cents*	7.87 cents**	-

** Based on 119,040,000 weighted average number of shares in issue

* Based on 190,034,000 weighted average number of shares in issue

"*We are well prepared this time round! Despite the turmoil hurting the global economies we are in a strong position to weather the storm - a combination of our ability to deliver customized, cost effective solutions and our perpetual quest to constantly enhance and add value to our customers' needs. Visibility in our business remains strong and we expect to have a good year in 2009.* " said ***Mr Benedict Soh（苏锡波), Executive Chairman of Kingsmen.***

Singapore, February 26, 2009 – Kingsmen Creatives Ltd ("Kingsmen") ("金明创新") and its subsidiaries ("the Group"), a leading communications design and production group in Asia Pacific and the Middle East, today announced a record turnover and net profit for the financial year ended 31 December 2008 ("FY08"). Net profit jumped 51% to S$14.2 million, on the back of a 31% increase in revenue to S$190.6 million in FY08.

Commenting in the Group's strong performance, Mr Soh said: "We have worked hard to deliver on our commitment to clients and shareholders alike, and we are delighted with the results. While demand for our services continues to be strong across all divisions, we don't intend to rest on our laurels. These turbulent times call for us to be prudent yet have an eye for the numerous opportunities in the market. "

The Group's growth was driven by full year revenue contribution from its Greater China subsidiaries which were acquired in September 2007, as well as the overall growth of the Group in all its business divisions.

The Exhibitions and Museums division saw revenue increase 79.3% to S$90.2 million in FY08, contributed mainly by major exhibition events such as the Singapore Airshow, F1 Singapore Grand Prix, TFAP, event launches for BMW in Singapore, and a series of exhibition projects for Nissan/Infinity for automobile shows in major cities in China. The division also successfully completed a few projects for Beijing Olympics 2008. In the Museum segment, the Group completed several museum and visitor centre fit-out projects such as the Marine Barrage Visitor Centre and Fushionworld Centre in Singapore, as well as a number of visitor centres within the Suzhou Industrial Park.

The Group's Interiors division likewise continued to perform well, posting a revenue of S$88.7 million in FY08. This was achieved through a continued focus on managing key accounts and undertaking "roll-out programmes" for key accounts such as Aldo, Apple, Burberry, Cotton-on, Chanel, DBS/POSB, Esprit, Dickson Group, FJ Benjamin, Marks & Spencer, Nokia, Tag Heuer and Tiffany. The fixture export business continues to be a growing source of revenue with orders from Aldo, Apple, Coach, Marks & Spencer and Tag Heuer.

The Research and Design division recorded higher revenues of S$5.9 million for FY08, due mainly to more design jobs undertaken during the year, which is in tandem with the overall growth of the Group. Revenue from the IMC division increased from S$3.4 million to S$5.8 million in FY08.

Outlook for FY2009

The Group expects 2009 to be another record year in terms of growth and earnings. As at 25th February 2009, the Group has secured contracts of approximately S$154 million, of which S$134 million is expected to be recognized this financial year.

These contracts include the over S$70 million worth of projects relating to Universal Studios Singapore which is scheduled for completion by 2009 and the Singapore F1 Grand Prix.

The interiors division is expected to maintain its momentum despite the global slowdown, as it sees increasing requests and inquiries for lower cost solutions from regular clients and from global brands with operations in Asia, Europe and the US. In 2008, the Group's retail fixtures business expanded to include exports to Germany, Russia, Spain, Switzerland and Canada. These, coupled with the opening of the two integrated resorts and new shopping malls namely, Orchard Central, ION Orchard and Mandarin Gallery scheduled for completion in 2009 and 2010 is expected to drive demand for the Group's interior retail division.

In the region, the Group's subsidiaries operating in Greater China have performed well and are expected to continue to do so in the current year, despite the current global financial turmoil. The rapid industrial development of many Chinese cities continues to present many opportunities for the Group and as a result, an office in Suzhou was established to meet the increasing need for services. In the Middle East, the Group continues to see good business potential and is continuing with a series of fit-out projects for global brands as well as exhibition projects across the Emirates.

Commenting on the Group's prospects, Mr Soh said: "At a time like this, we are especially encouraged by the strong demand and high visibility of our business. Our Universal Studios Singapore contracts together with the F1 Singapore Grand Prix contract have allowed us to expand into new areas, build on our capabilities and better position ourselves to meet the changing needs of the market. As we continue to deliver quality, speed and value, the expertise gained from theme parks construction and handling mega projects gives us the track record and capabilities to work on future Universal Studios that are planned for Dubai and Seoul, and Disneyland that is planned for Shanghai."

In line with the Group's policy of distributing its profits to reward loyal shareholders, the Board is recommending a final dividend of 1.5 cents per ordinary share. Combined with the interim dividend of 1.5 cents declared in August 2008, the Group would have paid out a combined dividend of 3 cents per share in FY08.

About Kingsmen Creatives Ltd.

Listed on the Main Board of the Singapore Exchange, Kingsmen is a leading communications design and production group in Asia Pacific and the Middle East. Established in 1976, its four business segments comprise Exhibitions & Museums, Retail & Office Interiors, Research & Design, and Integrated Marketing Communications.

Kingsmen offers a "one-stop-shop" solution through a vertical and horizontal integration of services, giving their clients the benefits of convenience and cost savings. Building on its design-led, quality and service-driven culture, the Group has established a visible brand name that is synonymous with creative and innovative solutions.

Together with its affiliates, Kingsmen has a regional network of 16 offices and full service facilities in Asia Pacific and the Middle East. The Group has a long-standing base of clients from diverse industries including well-known names such as BMW, Burberry, DBS Bank, Dickson Group, Esprit, FJ Benjamin, Gucci, Nokia, Robinsons Group (including John Little and Marks & Spencer), Tiffany and Wing Tai.

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