

Lunch Presentation with Kingsmen Creative

Date: 15 April 2019, Monday

Time: 12pm to 1pm

Venue: KGI Office 13AB

Company Background:

Established in 1976 and listed on the Mainboard of the Singapore Exchange since 2003, Kingsmen is a leading communication design and production group. With a staff force of over 1,800 creative professionals, Kingsmen Creatives provides services in the field of design consultancy, project management and construction. The group has a global strategic network of 21 offices and full service facilities, two manufacturing facilities and 10 regional workshops. More than 80% of total revenue is derived from South Asia and North Asia.

New IP licensing business - NERF family entertainment centres. Kingsmen Creative secured a licensing agreement with Hasbro in 2018 to create, build and operate NERF brand entertainment centres across APAC. We think this new IP licensing business segment could be a mid-term growth catalyst. The first NERF family entertainment centre in the world will open at Marina Square by end 2019. With a history of 49 years, guns by NERF were revealed to be one of Amazon's best-selling toys over the holiday season last year. The new project could potentially command higher margins. Kingsmen Creative would be in charge of marketing and operations, with a percentage based royalty fee paid to Hasbro based on ticket revenue.

Outlook and Q&A with CEO. We have invited Kingsmen Creative's Group CEO, Mr Andrew Cheng to give a presentation on the outlook and strategy of the group. It will be a small group meeting to facilitate more Q&A time with management

Gallery: