

NEWS RELEASE

KINGSMEN RECORDS NET PROFIT OF S\$13.1 MILLION IN FY2024

- Revenue increases 7.5% to S\$388.4 million
- Expects growth momentum to continue
- Pipeline of projects secured remains strong at S\$192 million
- Proposes final dividend of SGD 2 cents up from SGD 1 cent per share in FY2023

FY2024 Results Highlights

	FY2024	FY2023	Change
Revenue	S\$388.4m	S\$361.5m	7.5%
Gross Profit	S\$90.4m	S\$78.2m	15.6%
Net Profit	S\$13.1m	S\$2.9m	359.9%
EPS	6.51 cents	1.41 cents	361.7%

“We are on the path to sustainable growth and have posted a robust set of numbers in FY2024, buoyed by the contribution of several key projects. We expect this momentum to continue. Moving forward, we remain committed in our drive to enhance capabilities in creativity and innovative solutions.” said **Mr Anthony Chong, Group Chief Executive of Kingsmen**.

Singapore, February 27, 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\$13.1 million for the year ended December 31, 2024 (“FY2024”) compared to a net profit of S\$2.9 million for the previous corresponding year (“FY2023”). Group revenue increased 7.5% to S\$388.4 million in FY2024, from S\$361.5 million in FY2023.

The **Exhibitions, Thematic & Attractions division** registered a revenue of S\$187.3 million in FY2024, an increase of S\$32.0 million or 20.6% from S\$155.3 million in FY2023. 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\$171.2 million in FY2024, a decrease of S\$9.3 million or 5.1% compared to S\$180.5 million in FY2023. The division benefitted from opportunities that continue to emerge in the region as clients move forward to better position their brands, and refresh their boutiques and launch new concepts. However, demand for fit-out services in China remained sluggish. This sentiment, coupled with the completion of several major projects in FY2023, saw a decline in the division's revenue in FY2024.

The **Research & Design division** achieved a revenue of S\$19.0 million in FY2024, an increase of S\$2.3 million or 14.2% from S\$16.7 million in FY2023. The division's focus on creating and delivering innovative and 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\$10.9 million in FY2024, an increase of S\$1.9 million or 21.2% compared to S\$9.0 million in FY2023. 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 2025 and Beyond

Sharing the Group's outlook for 2025 and beyond, Mr Chong said: "We expect 2025 to be a good year, despite the uncertainties on the global stage. Our capabilities in creating and delivering innovative and differentiated customer experiences stand us in good stead to capitalise on opportunities in the market. Our exhibition and events business will continue to grow as brands look for more face-to-face platforms to engage their audiences, while the thematic and attractions market remains buoyant with a promising pipeline of projects coming on-stream across the region. On the retail and corporate interiors front, there are new opportunities in the region, accentuated by the growing demand from local and global brands looking to differentiate their offerings. These businesses will be driven by our creative and design capabilities which continue to be busy, fulfilling and meeting enquiries for new experiences and engagement concepts across the region. Overall, we see good opportunities across all sectors of our business."

As at 31 January 2025, the Group has secured contracts of S\$192 million, of which S\$136 million is expected to be recognised in 2025.

In line with the Group's policy of distributing its profits to reward loyal shareholders, the Board is recommending a final dividend of 2 Singapore cents per ordinary share.

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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