



NEWS RELEASE

KINGSMEN PARTNERS WITH CRAYOLA TO DEVELOP UNIQUE AND HIGHLY THEMED LOCATION BASED EXPERIENCES

Singapore, October 15, 2020 – Kingsmen Creatives Ltd. (“Kingsmen”) (“金明创新”), and its subsidiaries (the “Group”), a leading communication design and production group, today announced that Kingsmen Xperience, Inc., its US-based subsidiary has entered into a licensing agreement with Crayola Properties, Inc, a subsidiary of Crayola LLC (“Crayola”), a global leader in children’s creative expression products to create unique and highly themed location based experiences for audiences worldwide.

Under the terms of the global agreement, Kingsmen and Crayola will jointly develop the concepts and Kingsmen will create, build and manage these experiences. Using storytelling to create a journey of discovery, they promise to wow audiences with a whimsical interpretation of creative experience across multiple activity and sensory zones. More details will be shared as and when appropriate or when there are material developments on the same.

“We are thrilled to partner with Crayola, the global leader in creative expression products, to launch this collaboration, bringing creativity to life and unleashing the power of imagination.” said Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen. “It marks another step forward in the expansion of our new content and intellectual property business, building a portfolio of unique, first in the world experiences which has tremendous potential for growth. We will continue to collaborate with global brand and content owners to create and bring a unique mix of fun and engaging immersive environments, interactive installations and multimedia content to the world.”

“This partnership with Kingsmen is an exciting opportunity for Crayola to continue to expand Crayola’s relationship with consumers in the physical world. Combining the creative talents of both our organisations, this collaboration will deliver a highly engaging and fully-themed experience that allows creativity to soar in a colorful, fun and novel way.” said Mr. Warren Schorr, Vice President of Business Development & Licensing of Crayola.

About Kingsmen Creatives Ltd.

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading communication design and production group. Established in 1976, the Group has a network of 21 offices and full service facilities serving global clients in Exhibitions, Thematic & Attractions, Retail & Corporate Interiors, Research & Design, and Alternative Marketing.

Kingsmen's 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, FJ Benjamin Group, Gucci, Hong Kong & Shanghai Disneyland, LVMH Group, Ralph Lauren, Resorts World Sentosa, Robinsons Group, Singapore GP, TAG Heuer, Tax Free World Association, Tiffany & Co., Universal Studios and Wing Tai Asia.

For more information, please visit: <http://www.kingsmen-int.com/>.

About Crayola LLC

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers.

For more information, visit www.crayola.com or join the community at www.facebook.com/crayola.

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