



Kingsmen Creatives Ltd.

(Company Registration Number 200210790Z)

CHANGE IN SHAREHOLDING IN AN ASSOCIATED COMPANY, KINGSMEN KOREA LIMITED

The Board of Directors (the “**Board**”) of Kingsmen Creatives Ltd. (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to announce that Kingsmen Korea Limited (“**Kingsmen Korea**”), an associated company of the Group has allotted and issued 20,490 new ordinary shares in the share capital of Kingsmen Korea as payment consideration for an equity acquisition that it has undertaken (the “**Transaction**”). Prior to the Transaction, the Company held approximately 25.87% of the share capital of Kingsmen Korea. Pursuant to the Transaction, the Company holds approximately 24.46% of the adjusted share capital of Kingsmen Korea.

The Transaction is not expected to have any material financial impact on the earnings per share and net tangible assets per share of the Group for the current financial year ending 31 December 2016.

None of the Directors and controlling shareholders of the Company has any interest, whether direct or indirect, in the Transaction (other than through their shareholdings in the Company).

BY ORDER OF THE BOARD

Soh Siak Poh Benedict
Executive Chairman

30 September 2016