

kingsmen

19th Annual General Meeting

28 April 2022

2021 Market Environment

Business operations disruption continued

Market & consumption patterns have evolved

Pent up demand for face-to-face engagement



FY2021 Key Highlights

Core business areas: high-end retail fit-outs & events, theme parks, continued to see active orders

Trade shows & experiential attractions continued to be severely impacted

Operations impacted by disruptions in manpower deployment

Manage staff well-being

FY2021 Key Financial Highlights

REVENUE

↓ 4.8%

S\$273.2m

GROSS PROFIT

↓ 10.7%

S\$58.9m

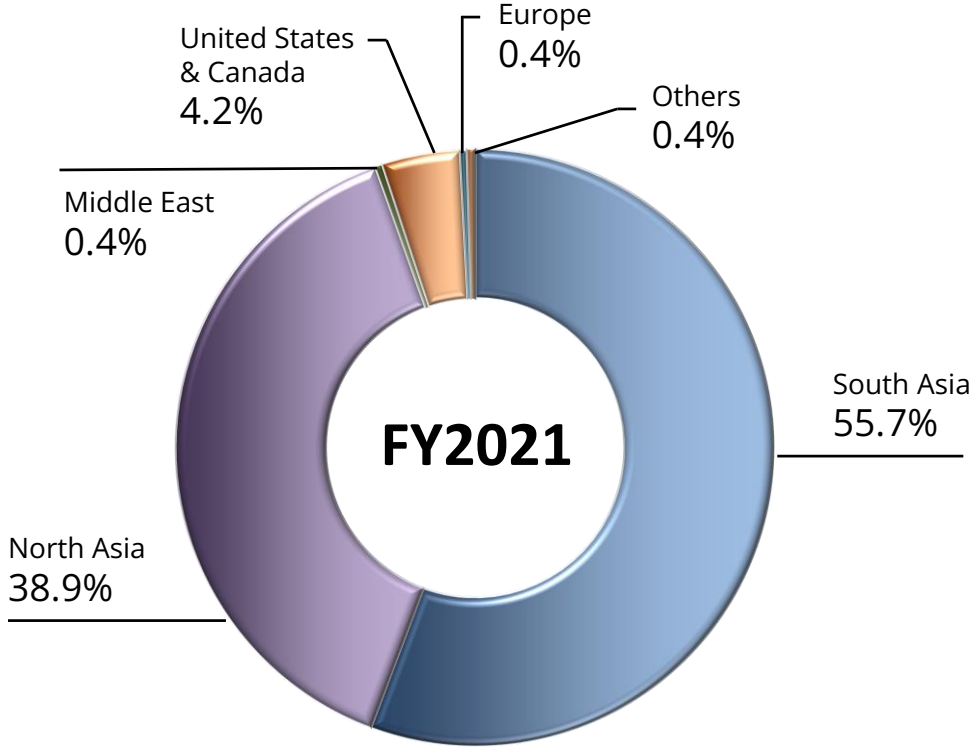
NET PROFIT

↑

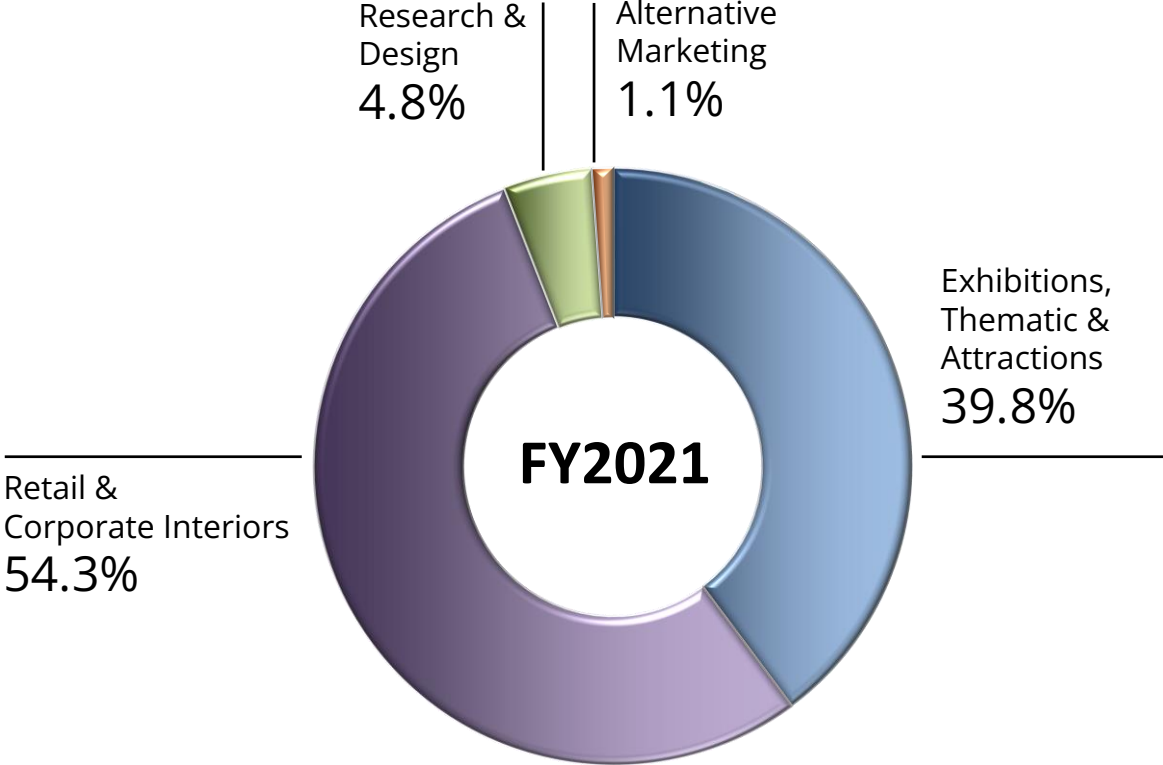
S\$1.0m

- Core business remains robust
- Business operations resized
- Tight rein on operations & cost management

Revenue by Geographical Region



Revenue by Activities





Segmental Business Overview

Exhibitions & Events

Projects continued to be postponed or cancelled

Orders from Public Sector for COVID-19 related works

Thematic & Museums

Multiple ongoing & new projects

Faced delays in project implementation & supply chain disruption

Research & Design

Multiple ongoing projects

Postponement of selected assignments & pitches

Retail & Corporate Interiors

Multiple ongoing & new projects

Faced delays in project implementation & supply chain disruption

Experiential Attractions

Impacted by closures & capacity constraints

Multiple overseas enquiries

EXHIBITIONS & EVENTS
THEMATIC & MUSEUMS

Industrial Transformation Asia-Pacific (ITAP) 2021, Singapore

WELCOME

22 - 24 November 2021

a
HANNOVER
MESSE
event

Industrial
Transformation
ASIA-PACIFIC



LazMall
Brands
Future
Forum

1ST SEPTEMBER 2021

LazMall
Brands
Future
Forum

RISING TO THE FUTURE

SOUTHEAST ASIA'S DIGITAL COMMERCE



BVLGARI



Burberry Olympia Bag Round-The-World Tour, Singapore



BURBERRY

#TheJourneyOfOlympia
#TheOlympiaBag



Pop-Up Disney! A Mickey Celebration, Singapore





MUSEUM OF
ICE CREAM

MUSEUM OF
ICE CREAM

MUSEUM OF
ICE CREAM

MUSEUM OF
ICE CREAM



DHL Mobile Middle East and Africa (MEA) Innovation Center, MEA



RETAIL & CORPORATE INTERIORS







MONCLER









2022 AND BEYOND

Into 2022...

Markets opening up

New opportunities with market & consumer needs evolved

Continue prudent financial management & agile business operations



Refocus & Reposition
our business mission...

A Communication Design & Production Group

The Experience Company

we create experiences... inspire & memorable

Focus on creating experiences for
emotional connection,

pulling together strengths in creativity,
storytelling & project management



To deliver **convenience & excitement,**
both in the physical & digital realms

Rationale & Objectives

Adapt to the new global environment

Changing needs/desires of consumers/market

New level of differentiation

Fresh approach to define & market our business

Move up value chain

Create & attract new client base & increase greater stickiness/retention

Create new excitement & mindsets



Opportunities

Demand for unique & differentiated experiences

Changes in sourcing & procurement

Changes in lifestyles & engagement

Increased use of digital platforms





Growing Business Verticals

Exhibitions & Events

Returning & multiple projects lined up with good enquiries

Thematic & Museums

Multiple projects ongoing with strong pipeline

Research & Design

Increasing enquiries as clients plan for next phase

Retail & Corporate Interiors

Brands entering markets with new concepts & pop-up platforms

Experiential Attractions

Recovering as restrictions eased
Multiple overseas enquiries

Business focus on **Creating & Delivering Experiences**

Robust Order Book

S\$140m

(S\$128m expected to be
recognised in 2022)

As of 31st January 2022

Focus for 2022



Reposition
business focus



Build people
& bonds



Realign structure
& resources



Grow business
& profitability

Experiencing Kingsmen...

Kingsmen Creatives Ltd
The Kingsmen Experience
22 Changi Business Park Central 2
Singapore 486032

T: +65 688 000 88
info@kingsmen-int.com
www.kingsmen-int.com