

kingsmen

22nd Annual General Meeting

30 April 2025

2024 Market Environment

- Positive regional business sentiments (excluding China)
- Surge in demand for experiential and creative solutions
- Resources & supply chain pressures
- Rising inflation & uncertainty in interest rates

FY2024 Key Highlights

- Strong revenue growth across most business segments
- Navigating supply chain disruptions and inflationary pressures
- Enhanced operational efficiency through strategic initiatives

FY2024 Key Financial Highlights

REVENUE

↑ 7.5%

S\$388.4m

GROSS PROFIT

↑ 15.6%

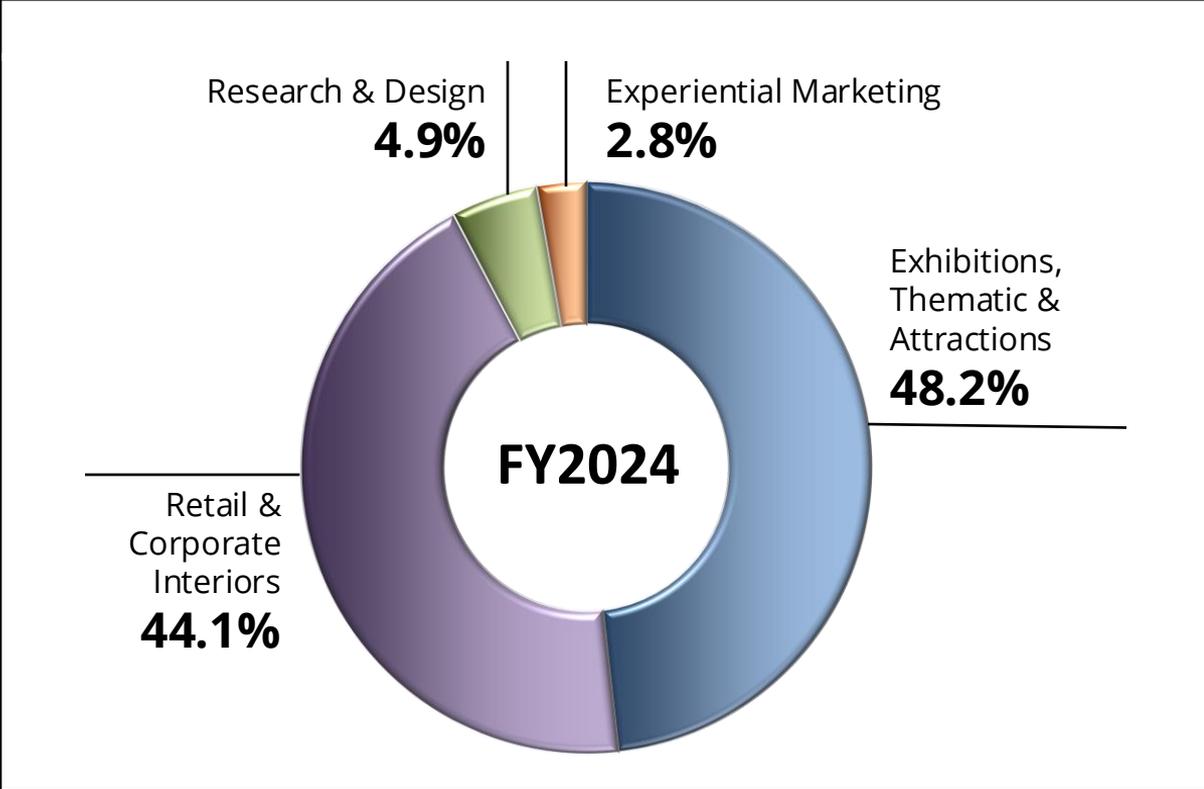
S\$90.4m

NET PROFIT

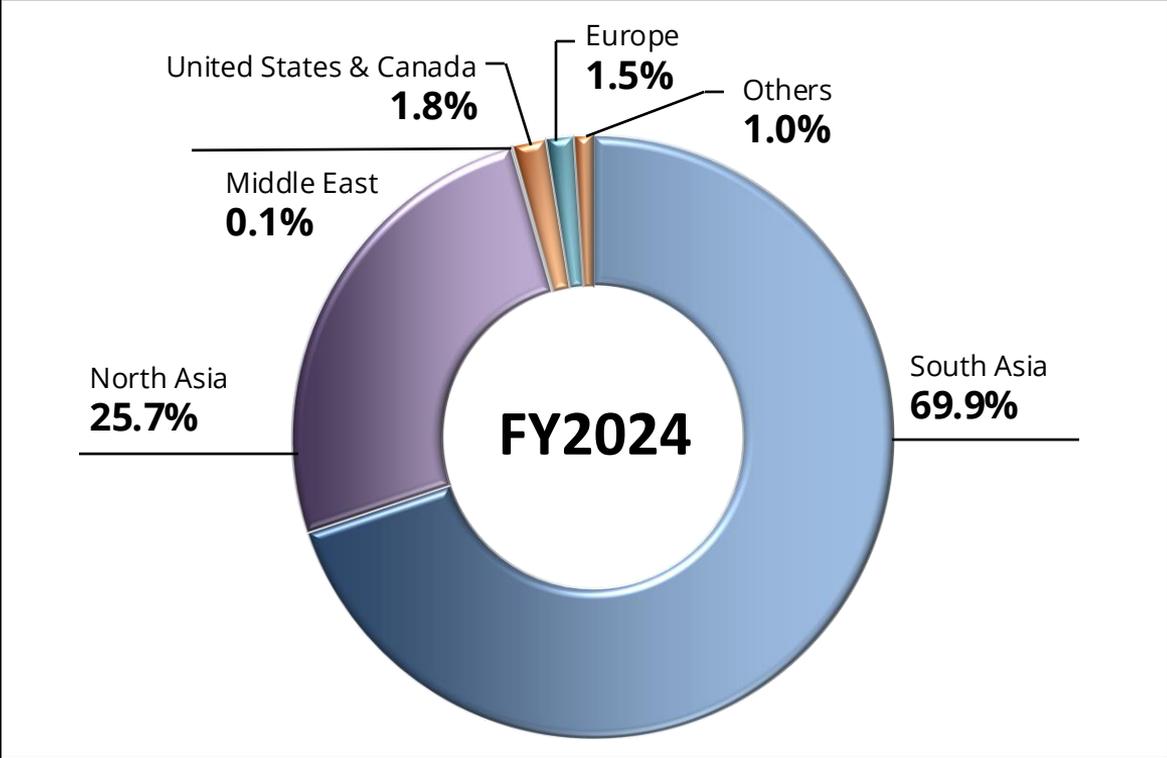
↑ 359.9%

S\$13.1m

Revenue by Activities



Revenue by Geographical Region





Segmental Business Overview

Exhibitions & Events

Strong pipeline of projects

Luxury brand events pick-up

Thematic & Museums

Multiple ongoing projects

Strong pipeline – Singapore, China, Japan, Hong Kong

Research & Design

Multiple projects running & new pipeline across all sectors

Retail & Corporate Interiors

Multiple projects across Asia markets

Good volumes – Singapore, Hong Kong, Indonesia, Vietnam

Supply chain pressures

Experiential Attractions

Multiple contracts signed + new inquiries

Opening of attractions – Space Explorers in Singapore and Planet Playskool in US

Construction of attractions – NERFAX in US and Squid Game in Korea

Impacted by the stalling Chinese economy, turbulence in Vietnam's property market & ongoing geo-political tensions.

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The Experience Company

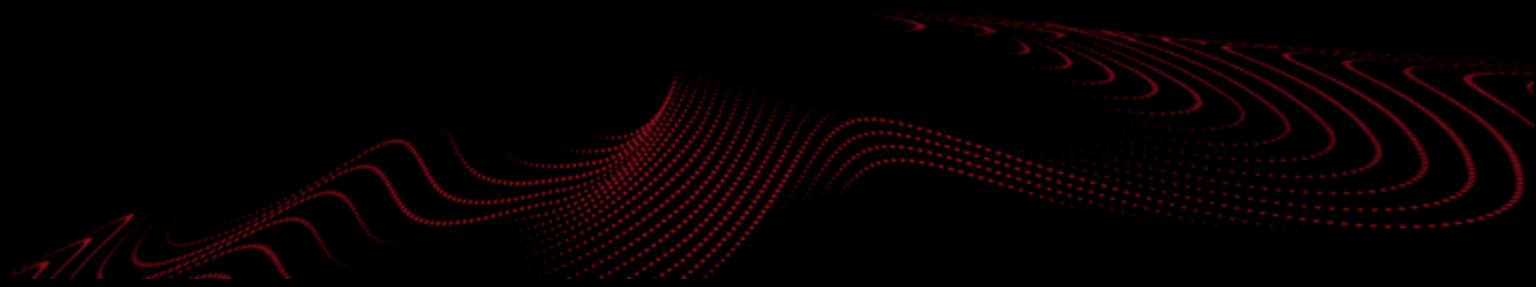
CORPORATE DEVELOPMENT





THE KINGSMEN SPIRIT

2025 & BEYOND



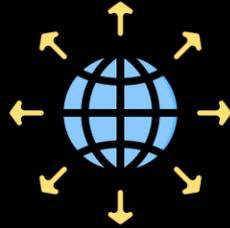
Into 2025...

- Asian markets poised for continued growth
- Geo-political uncertainties
- Experience economy fueled by creative solutions, digital, & AI-powered entertainment
- Increasing use of digital applications & tech solutions

Focus for 2025



Drive
topline growth
& bottomline



Strategic market
expansion leveraging
core competencies



Strengthen
operational efficiency -
KR+D



Foster strategic
partnerships & collaborations
- LBE sector

Sustainability Initiatives



1 Event Sustainability Management Systems

Upgraded to the latest version of the standard (ISO 20121:2024) - design consultancy, project management & construction of E&E and T&M.



2 Achieved EcoVadis Silver Rating

Top 15% (85th percentile)



3 Continuous encouragement of stakeholders

Internal and external

4 Continue offering Carbon Emission Assessment to clients

L'Oréal, Singapore Tourism Board, KPI OceanConnect

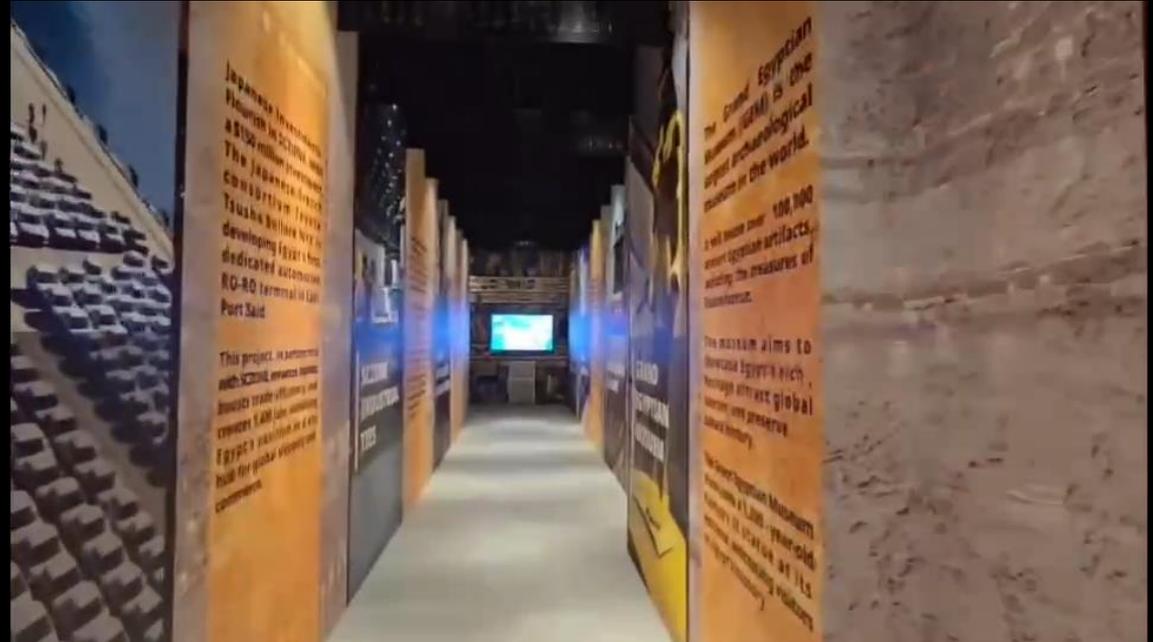
KEY DEVELOPMENTS



Singapore Pavilion at World Expo 2025



Egypt Pavilion at World Expo 2025



LBE: Planet Playskool in US



- Garden State Plaza (New Jersey) – Opened in May 2024



LBE: NERFAX in US

- Garden State Plaza (New Jersey) – Opening Q3 2025



LBE: Squid Game: The Experience in Seoul

- Opened in February 2025



LBE - *Space Explorers:* *THE INFINITE* in Singapore

- World's largest extended VR experience makes Southeast Asian debut in Singapore in October 2024



Retail Sector

- Multiple projects across Asian markets



BOSS at Pondok Indah Mall,
Indonesia



FENDI at Union Square,
Vietnam



Penhaligon at Kunming
Spring City 66, China



Blue Bottle in Shenzhen MixC,
China

Retail Sector

- Multiple projects across Asian markets



CHAGEE at Orchard Gateway,
Singapore



Braun Buffel at NEX,
Singapore



Moncler at Changi Airport T2,
Singapore

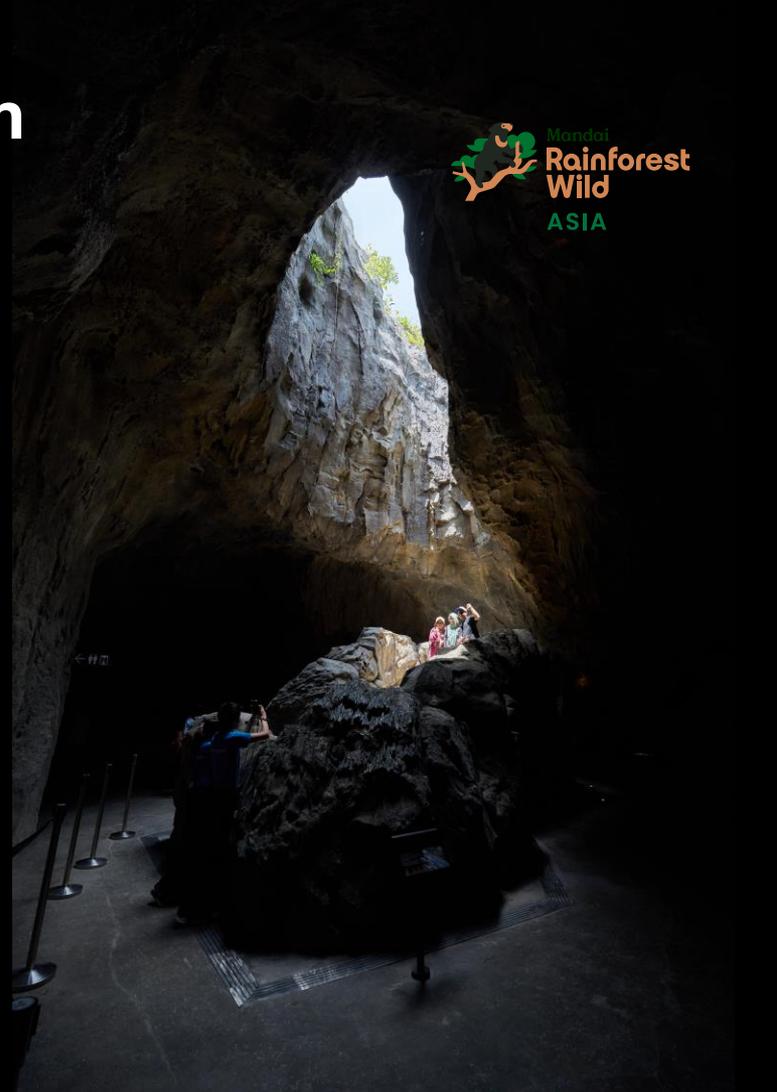
Minion Land at USS

- Opened in February 2025



Rainforest Wild Asia – The Cavern

- Opened in March 2025



Designing Experiences with KR+D



- Weaving design narratives across Asia



HASBRO Family
Entertainment Center
in Beijing, China



Rimba by Ayana Resort
in Bali, Indonesia



Children's Science Museum
in Almaty, Kazakhstan



Island Shangri-La Family Suite
in Hong Kong, China

Designing Experiences with KR+D



- Weaving design narratives across Asia



BMW Retail.Next Showroom
at 29 Leng Kee Road, Singapore



BMW Retail.Next Showroom
at 303 Alexander Road, Singapore



Rationale
at Raffles City, Singapore

Nantong 2.0

- The Group's central manufacturing hub
- A knowledge repository for cross-regional exchange
- Innovative method for new industries



Robust Order Book

S\$192m
**(S\$136m expected to be
recognised in 2025)**

As of 31 January 2025



Kingsmen

The Experience Company

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