NEWS RELEASE

KINGSMEN AND HASBRO BRING THE NERF ACTION XPERIENCE TO THE UNITED STATES

Singapore, June 6, 2019 – 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 Hasbro International, Inc., a subsidiary of Hasbro, Inc. ("Hasbro", NASDAQ: HAS), a global play and entertainment company, to expand its current licensing agreement to open NERF family entertainment center ("FEC") attractions in the United States ("US") market.

Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen, said, "NERF is a well-established brand that commands a global following and has a strong presence in the US. Its appeal as a popular lifestyle brand that encourages social and outdoor play is inter-generational. The opening of NERF FECs in the US will redefine how fans can experience the brand as they find themselves immersed in exclusive NERF worlds. We look forward to breaking new ground as we engage audiences in a truly one of a kind experience."

Expanding the licensing deal for NERF FEC attractions into the US market allows Kingsmen to increase the global reach of the attraction, which has garnered significant international interest. The world's first NERF FEC will open in Singapore in 2019, with the first US location to open in late 2020.

"When we first announced that Kingsmen was bringing the NERF experience to Singapore, we heard from fans around the globe that they were excited about the possibility of more locations around the world," said Casey Collins, SVP & GM Consumer Products, Hasbro. "The work Kingsmen has done with the upcoming opening of the NERF Action Xperience in Singapore is outstanding, and we cannot wait for fans and families from all over the US to have their own experience in their back yard, because for us and our fans, it's NERF or Nothin'!"

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, 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 Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences.* From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 13 on the 2019 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past eight years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).

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