

**NEWS RELEASE**

**KINGSMEN SECURES MARINA SQUARE FOR WORLD'S FIRST NERF EXPERIENCE**

*Singapore, December 4, 2018* – Kingsmen Creatives Ltd. (“Kingsmen”) (“金明创新”), and its subsidiaries (the “Group”), a leading communication design and production group in Asia Pacific and the Middle East, today announced that its indirectly wholly-owned subsidiary, NAX Singapore Pte. Ltd. has secured Marina Square Shopping Mall (“Marina Square”) in Singapore as the venue for the world’s first NERF-dedicated family entertainment center (“NERF experience”), slated to open in the second half of 2019. This follows the announcement made in February 2018 regarding the licensing agreement entered into between the Group and Hasbro International, Inc. (“Hasbro”) to co-conceptualise, create, build and operate multiple NERF experiences across Asia Pacific.

The Marina Square NERF experience will be first concept attraction for Hasbro and the NERF brand, and sees the combined creative expertise of Hasbro – a global play and entertainment company committed to creating the world’s best play experiences - with Kingsmen.

As one of Singapore’s more popular, centrally-located family malls, Marina Square is the ideal choice. Plans are underway to translate the NERF brand values into a vast play experience occupying over 18,000 square feet on the ground level of Marina Square. The indoor attraction will feature multiple activity zones that promote active play, team work and encourage participants to explore beyond their comfort zones while having fun.

Mr. Lim Hock San, Chief Executive Officer of Marina Square, commented, “Marina Square is positioned as a family mall in the city. The injection of the NERF experience fits our overall positioning and strategy to provide more activity based experiences for the whole family. We believe the concept will be a great draw for both locals and tourists, creating much life and energy in the Marina Centre precinct.”

Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen, said, “The NERF experience is designed to be a year-round family destination and Marina Square is an excellent launchpad for this exciting new attraction... a world’s first! Our goal is to create a brand of unique participative experiences that guests of any age can enjoy and will want to return to. With families constantly on the lookout for things to do together, we are confident that our offering of adrenaline-filled fun, coupled with enriching experiences will be a hit.”

**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 Marina Square Shopping Mall**

Marina Square Shopping Mall was opened in 1986. It is part of a larger mixed-use development collectively known as Marina Square, which comprises three top-tier hotels namely Marina Mandarin Singapore, Mandarin Oriental Singapore and Pan Pacific Singapore.

The Shopping Mall is owned and managed by Marina Centre Holdings Pte Ltd (“MCH”), which also holds substantial interests in the three hotels within the development. MCH is a major subsidiary of Singapore Land Limited (“SLL”), which in turn is substantially owned by United Industrial Corporation Limited (“UIC”).

Marina Square offers 5 exciting levels of shopping with 200 specialty shops comprising fashion, F&B, children & lifestyle concepts. For more information, please visit: <https://www.marinasquare.com.sg/>



**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. 5 on the 2018 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 seven years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter (@Hasbro) and Instagram (@Hasbro). © 2018 Hasbro, Inc. All Rights Reserved.

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