

NEWS RELEASE

KINGSMEN RECORDS NET PROFIT OF S\$13.7 MILLION IN FY2025

- Revenue at S\$372.5 million
- Outlook positive with strong pipeline of potential and secured projects
- Order book stands strong at S\$151 million
- Proposes final dividend of SGD 3 cents up from SGD 2 cents per share in FY2024

FY2025 Results Highlights

	FY2025	FY2024	Change
Revenue	S\$372.5m	S\$388.4m	-4.1%
Gross Profit	S\$92.2m	S\$90.4m	1.9%
Net Profit	S\$13.7m	S\$13.1m	4.2%
EPS	6.78 cents	6.51 cents	4.1%

“As Kingsmen marks its 50th anniversary in 2026, we remain confident in our growth trajectory. Opportunities across all sectors of our business remain robust, driven by client demand for innovative and experiential audience engagement. By continuing to deliver new ideas and solutions that blend sensory experiences with meaningful storytelling and technologies, we are well positioned to propel Kingsmen into its next stage of growth.” said **Mr Anthony Chong, Group Chief Executive of Kingsmen.**

Singapore, February 20, 2026 – Kingsmen Creatives Ltd. (“Kingsmen”) (“**金明创新**”), and its subsidiaries (the “Group”), a leading creator of experiences, today announced a net profit of S\$13.7 million for the year ended December 31, 2025 (“FY2025”) compared to a net profit of S\$13.1 million for the previous corresponding year (“FY2024”). Group revenue declined 4.1% to S\$372.5 million in FY2025, from S\$388.4 million in FY2024.

The **Exhibitions, Thematic & Attractions division** registered a revenue of S\$172.4 million in FY2025, a decrease of S\$14.9 million or 7.9% from S\$187.3 million in FY2024. The division pursued and benefitted from clients' initiatives to promote audience engagement through new shows, branded pop-ups, and experiential activations. However, the completion of several key projects in 2024, alongside the scheduling of new projects in the pipeline, saw a decline in the division's revenue in FY2025.

The **Retail & Corporate Interiors division** recorded a revenue of S\$170.2 million in FY2025, a decrease of S\$1.0 million or 0.6% compared to S\$171.2 million in FY2024. The division's revenue was primarily driven by demand from regional and global brands looking to revitalise their retail environments, reposition themselves, and roll out new concepts to connect with their audiences.

The **Research & Design division** achieved a revenue of S\$20.0 million in FY2025, an increase of S\$1.0 million or 5.0% from S\$19.0 million in FY2024. This momentum was underpinned by the division's capability to deliver innovative and experiential design solutions for clients, integrating sensory experiences, storytelling, and technologies.

The **Experiential Marketing division** registered a revenue of S\$9.9 million in FY2025, a decrease of S\$1.0 million or 9.0% compared to S\$10.9 million in FY2024. The division's efforts to create interactive, memorable experiences enabled clients to engage meaningfully with their audiences, generating a pipeline of projects for execution and delivery.

Outlook for 2026 and Beyond

Sharing the Group's outlook for 2026 and beyond, Mr Chong said: "The evolution of the market towards a more purpose-driven and experience-led landscape continues to open up new opportunities across all sectors of our business. With its broad range of service offerings and expertise, our Exhibitions, Thematic & Attractions division is well positioned to benefit from brands' increasing emphasis on meaningful face-to-face engagement with their audiences, driven by growing demand for immersive and distinctive experiences. Our Retail & Corporate Interiors division continues to see opportunities as regional and global brands expand their footprint into new markets and seek to reposition their brands, refresh their boutiques and launch new concepts to differentiate and elevate their offerings. We will continue to build end-to-end experiential capabilities, translating strategy and storytelling into creative and scalable experiences that deliver transformative solutions for our clients. Overall, the outlook remains positive across all sectors of our business."

As at 31 January 2026, the Group has secured contracts of S\$151 million, of which S\$127 million is expected to be recognised in 2026.

In line with the Group's policy of distributing its profits to reward loyal shareholders, the Board is recommending a final dividend of 3 Singapore cents per ordinary share.

About Kingsmen Creatives Ltd.

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading creator of experiences. Established in 1976, the Group has a network of offices and full service facilities serving global clients in Exhibitions, Thematic & Attractions, Retail & Corporate Interiors, Research & Design, and Experiential Marketing.

Kingsmen's creative capabilities and 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, Gucci, Hong Kong & Shanghai Disneyland, LVMH Group, Ralph Lauren, Resorts World Sentosa, Singapore GP, TAG Heuer, Tax Free World Association, Tiffany & Co. and Universal Studios.

For more information, please visit: <http://www.kingsmen-int.com/>.

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