Kingsmen Creatives Ltd.
(Company Registration Number 200210790Z)

PROPOSED ACQUISITION OF 5% OF THE ISSUED AND PAID-UP SHARE CAPITAL OF KINGSMEN OOH-MEDIA PTE. LTD.

The Board of Directors (the "**Board**") of Kingsmen Creatives Ltd. (the "**Company**") wishes to announce that the Company has on 24 August 2015 entered into a sale and purchase agreement with Ms. Melissa Ho Wai Leng, in relation to the proposed acquisition of 14,500 ordinary shares (the "**Shares**") in the share capital of Kingsmen Ooh-Media Pte. Ltd. ("**KOM**") (the "**Sale Shares**"), which represent 5% of the issued and paid-up share capital of KOM (the "**Proposed Acquisition**").

Pursuant to the Proposed Acquisition, the Company will consequently increase its shareholding in KOM from 188,500 Shares, which represent 65% of the issued and paid-up share capital of KOM, to 203,000 Shares, which represent 70% of the issued and paid-up share capital of KOM.

KOM is a company incorporated in Singapore on 10 October 2005, which, as at the date of this announcement, has an issued and paid-up share capital of S$290,000, comprising 290,000 Shares. The principal activities of KOM are those of advertising services, consultancy event management and marketing communication and the principal activities of its subsidiary are design consultancy, project and events management, and provision of special design and construction facilities to exhibitors.

The aggregate consideration for the Proposed Acquisition is approximately S$49,000 (the "**Purchase Consideration**"), which was arrived at on a willing-buyer willing-seller basis taking into consideration, *inter alia*, the unaudited book value and unaudited net tangible asset value of KOM and its subsidiary as at 31 July 2015 which were both approximately S$981,000. The Purchase Consideration will be satisfied by the Company in cash and funded through its internal resources.

The Proposed Acquisition is not expected to have any material financial impact on the earnings per share and net tangible assets per share of the Group (the "**Company and its subsidiaries**") for the current financial year ending 31 December 2015.

None of the Company's directors and controlling shareholders has any interest, whether direct or indirect, in the Proposed Acquisition (other than through their shareholdings in the Company).

BY ORDER OF THE BOARD

Soh Siak Poh Benedict
Executive Chairman

24 August 2015