



## NEWS RELEASE

### KINGSMEN EXPANDS ITS RELATIONSHIP WITH HASBRO TO LAUNCH EDUTAINMENT-INSPIRED FAMILY ENTERTAINMENT CENTERS ACROSS ASIA PACIFIC

*Singapore, June 10, 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 create, build and operate a new edutainment concept incorporating a suite of Hasbro brands, including PLAY-DOH, LITE-BRITE and TINKERTOY, into family entertainment center (“FEC”) attractions across Asia Pacific.

Under the terms of the agreement, Kingsmen will co-conceptualise, create, build and operate multiple FEC attractions across Asia Pacific with the first location to open by 2021. Each stand-alone indoor entertainment facility will adopt multiple iconic Hasbro brands and their related content, to create an interactive and immersive edutainment experience – across multiple activity zones, merchandising and food & beverage areas. The story-driven entertainment environment will embody the philosophy where children learn through creative and imaginative play.

Mr. Andrew Cheng, Group Chief Executive Officer of Kingsmen, said, “The expansion of our collaboration with Hasbro signals the wide appeal of Hasbro’s brands and the strong demand we see for engaging experiences. We aim, through our relationship, to create unique environments that have universal appeal, unlock brand new and exciting ways to play and engage audiences around the world. We are excited about the opportunity to take another step forward in our evolution to be a creator of experiences, creating and building immersive content in multiple forms and formats.”

“We are proud to build upon our strong relationship with Kingsmen and bring new Hasbro-branded experiences to families and fans across the Asia Pacific region,” said Casey Collins, SVP & GM Consumer Products, Hasbro. “Combining education and entertainment demonstrates the power and diversity of Hasbro’s brands to deliver all aspects and forms of play to consumers. The family entertainment centers will be designed to engage and excite Hasbro fans of all ages and provide new ways for people to interact with the iconic brands they love.”

### **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](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#)) and Instagram ([@Hasbro](#)).

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For more information, please contact:

Cheryl Lim  
Manager, Corporate Communications  
Kingsmen Creatives Ltd.  
DID: (65) 688 043 05  
Email: [cheryllim@kingsmen-int.com](mailto:cheryllim@kingsmen-int.com)