



**kingsmen**

A communications design and production group in Asia Pacific

**Asia's Leading Communication Design and Production Group**

Listed on the Singapore Exchange, Kingsmen offers a comprehensive range of services, Retail & Corporate Interiors, Exhibitions & Events, Museums, Alternative Marketing and now, Thematic & Scenic Works.

Today, the Group operates 17 strategically-located offices and manufacturing facilities across Asia Pacific and the Middle East.

Over the years, the Group has supported numerous high-profile projects such as the F1 Grand Prix, World Expo, Airshows, Olympic Games and fitted-out the interiors of some of the world's best known brands such as Chanel, Tiffany & Co. and Burberry.

The Group's Greater China operations, covering Hong Kong, Macau, Beijing, Shanghai and Taipei continue to grow from strength to strength, most recently supporting numerous pavilions at the Shanghai World Expo 2010.

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# Communication is a strength of Asian design group

Offering a suite of integrated marketing communication services for nearly 35 years, Kingsmen Creatives has been engaged in numerous high-profile projects that speak volumes of the company's excellence and quality. Kingsmen's recent accomplishments include seven pavilions at the World Expo 2010 in Shanghai, worth more than HK\$114 million, and the HK\$458 million thematic and scenic works for Universal Studios Singapore.

"Kingsmen is a world-class Asian company. We are familiar with the global market and we have served many internationally-known brands and companies for a long time," says executive chairman Benedict Soh. The company's impressive clientele – which includes BMW, Burberry, Chanel, Swarovski, TAG Heuer, Tiffany & Co, among others – count on Kingsmen to execute their marketing programmes through creative and state-of-the-art design and build works.

The leading regional communications design and production group has 17 offices in Asia-Pacific and the Middle East with more than 1,100 people. Kingsmen's operations are focused on four business segments: exhibitions and events, museums and thematic, retail and corporate interiors, and integrated marketing communications. As a one-stop integrated solutions partner to middle and upmarket companies, Kingsmen delivers customised designs through quality production with strong after-sales support.



**Benedict Soh, executive chairman**

"The design business is very dynamic. Every project is different and you always need to adapt to the local environment. Kingsmen has the expertise to meet the demands and challenges of this industry," Soh says.

Asia, particularly China, is important for Kingsmen for its operations and marketing strategy. The Kingsmen Group operates a 150,000 sq ft design and production hub in Singapore and a 200,000 sq ft manufacturing facility in Malaysia. The company employs more than 180 people in its Greater China offices in Hong Kong, Beijing, Shanghai, Macau and Taipei. It also has a wide network of affiliates to deliver the company's services in many other parts of the world.

While Singapore accounts for about

50 per cent of Kingsmen's total turnover at present, the company sees future growth coming from external markets.

"We see growth from China, India and the Middle East," Soh says. The mainland contributes 18 per cent to the company's revenues and this figure is expected to increase as Kingsmen explores more growth opportunities in this market.

With a compounded growth average of 20 per cent in the last five years, Kingsmen aims to double its sales revenues in the next five years.

Further expansion to the mainland, Hong Kong, and Southeast Asia through partnerships with high-calibre design companies will provide the key to achieving this growth target.