



Universal Studios Singapore™

By re-thinking our business strategies, redefining our competencies and believing we are masters of our fate...

... Kingsmen continued to expand into new areas, building on our capabilities to better position ourselves to meet the changing needs of the industry. We have emerged better equipped than ever before to deliver customized, cost-effective and value-added solutions to meet our customers' needs.

Notable projects for the year include:

- **Universal Studios Singapore™** – we completed more than S\$80 million worth of thematic and scenic works at Southeast Asia's first movie theme park. (pg 2)
- **Elecom at CeBit 2009, Germany** – Kingsmen Japan secured a three-year contract to provide turnkey services to Elecom at CeBit. (pg 6)
- **BMW 7 Series Launch, Thailand** – the 13,500-sqft. outdoor event space was completed in one month. Exclusive, elegant and innovative. (pg 10)
- **Shanghai Textile Museum, China** – designed and fabricated by Kingsmen Shanghai, the museum incorporates mechanical and multimedia effects to enhance the visitor experience. (pg 14)
- **Mubadala at IDEX 2009, UAE** – innovative and effective designs; key elements to the numerous local and international projects with key client, Mubadala. (back page)

We are grateful for the continuous and generous support of our long-term clients and business partners. Likewise, we offer our gratitude to every member of the Kingsmen Group, whose commitment to excellence in quality and service has led to another successful year.

-Corporate Communications



Elecom at CeBit 2009, Germany^



BMW 7 Series Launch, Thailand^



Shanghai Textile Museum, China^



Mubadala at IDEX 2009, UAE^

Universal Studios Singapore™



At Universal Studios Singapore, we partnered theme parks design experts to produce show props and sets for attractions, entertainment centers, themed retail shops, F&B and retail carts. This \$580-million project was led and supervised by a dedicated team of more than 70 professionals, comprising art directors, project directors, account managers & executives, operations managers & executives and designers, supported by over 700 skilled workers.

Completed in 15 months, this phenomenal project spanning over 2.15 million-sqft. used over 1,000 tons of steel and 200 tons of fiber-reinforced plastic.



Universal Studios Singapore™



Fairy Godmother's Potion Shop™



Magic Potion Spin™



Donkey Live™ Theatre



Madagascar: A Crate Adventure™



Shrek 4-D Adventure™ Pre-Show



WaterWorld™

Universal Studios Singapore™



Gloria's Snack Shack™ & Baobab Tree



Marty's Casa Del Wild™



Fairy Godmother's Potion Shop™



Friar's™



Goldilocks™

Universal Studios Singapore™



Gingy's House of Sweets food cart



Jungle Bites food cart



Madagascar: A Crate Adventure™



King Julien's Beach Party-Go-Round™



Penguins Mercantile™

Our Scope of Works include:

Dreamworks Zone including

- Attractions – Donkey Live™ Theatre, Enchanted Airways, King Julien's Beach Party-Go-Round™, Madagascar: A Crate Adventure™, Magic Potion Spin™, Shrek 4-D Adventure™
- Retail – Fairy Godmother's Potion Shop™, Penguins Mercantile™
- F&B – Fairy Godmother's Potion Factory™, Friar's™, Gloria's Snack Shack™ & Baobab Tree, Goldilocks™, Marty's Casa Del Wild™

WaterWorld™ Attraction

Battlestar Galactica retail store

Retail carts - parkwide

Thematic & wayfinding signage - parkwide

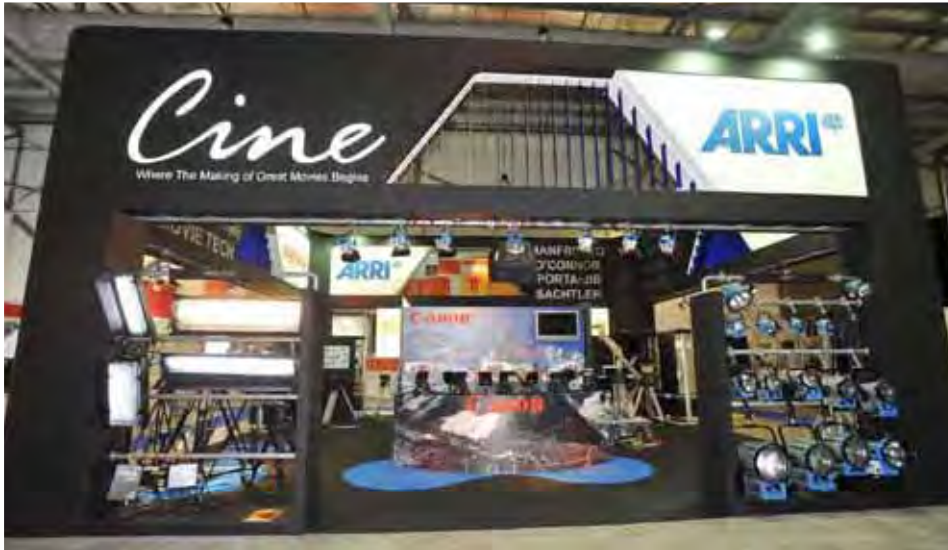
Other RWS Works:

Central Zone gift shop & home store

Over 10 retail shops at the Luxury Galleria



Communic & Broadcast Asia 2009, Singapore



The 20th Communic and Broadcast Asia returned with more exhibitors, attendees and networking and business opportunities. Backed by our vast experience in providing quality turnkey services within a stipulated time frame, we partnered design houses and major ICT companies to complete 27 stands, including country pavilions for France, Singapore and Sweden.

Elecom at CeBit 2009, Germany



Kingsmen Japan clinched a three-year contract to design and fabricate the ELECOM stand at CeBit starting 2009. Inspired by clean lines, clarity and simplicity, the stand was designed to match the company's packaging and highlighted the latest PC and AV accessories from ELECOM. This "box" concept was realized through Kingsmen Japan's collaboration with our German associate, bluepool.

Computex Taipei 2009, Taiwan



Held annually, Computex Taipei is the largest computer exhibition in Asia showcasing the latest technologies, developments and trends for trade visitors. Backed by long-term collaboration with some of the leading players in the IT industry, Kingsmen Taiwan provided turnkey services to long-standing clients like Inno3D, Planet and Zotac.

Seoul International Aerospace & Defense Exhibition 2009, South Korea



Started in 1996, the Seoul International Aerospace & Defense Exhibition is currently the representative exhibition in Asia for both aerospace and defense industries. Once again, Kingsmen Korea was appointed the official contractor for this biennial event providing design, project management, construction, installation and onsite management to some of the leading names in the industry today.

Dubai Airshow 2009, UAE



The 11th and largest Dubai Airshow was held from 15-19 November 2009 and attracted over 50,000 industry professionals from 138 countries. Kingsmen Middle East collaborated with the Singapore office to extend our services to the world's leading players in the aerospace industry. These included regular clients like ATR, Micromegas & NoloStand for Finmeccanica, Leki Aviation and SDD Exhibitions for Honeywell and Rockwell Collins.

Sibos 2009, Hong Kong



17 years after its first exhibition in Asia Pacific, Sibos returned to Asia's prime business hub and China's leading financial services centre, recording the highest numbers of visitors from Asia in the history of the conference and exhibition. Our Hong Kong and Singapore offices worked together to support 27 clients providing design, fabrication and project management services.



TOTO at Architect 2009, Thailand



Leveraging on our in-depth knowledge of their brand after a five-year partnership with TOTO, Kingsmen Thailand created an aesthetic arrangement of sanitaryware, tiles and finishes that resembled actual household applications. This offered visitors a first-hand experience in the use of these products luring them to make TOTO the obvious choice.

Doosan at Hannover Messe 2009, Germany



Kingsmen Korea's partnership with Doosan stretches back to 1998, where we provided design, project management and fabrication support for local and international tradeshows. For Hannover Messe in Germany, our Korea office conceptualized a stand with strong branding, concrete wall paper finish and a classic showcase of Doosan's latest "green" technology.

Hyosung at Seoul Climate Change Expo 2009, South Korea



The Seoul Climate Change Expo was organized in line with the biennial C40 Large Cities Climate Summit held in Seoul in 2009. Kingsmen Korea created a refreshing design for long-term client, Hyosung. The stand has an eye-catching sprout-shaped structure which carried the brand name, a pond and lots of plants for a warm, nature-like environment. The entire stand was built using environment-friendly materials in line with the exhibition theme.

Singapore International Water Week 2009



Into its second year, the Water Expo attracted more than 420 exhibitors occupying over 129,000-sqft. of exhibition space. This time, Kingsmen Singapore supported 16 clients from the water industry providing turnkey services from conceptualization through construction and after-sales service. These clients included CDM, EDB, ITT, Meinhardt, Sappel, Spring Singapore and Woongjin Chemical.

Tax Free Asia Pacific 2009, Singapore



With our strong track record and more than a decade of partnership with TFWA, Kingsmen clinched another three-year contract to conceptualize and fabricate hospitality suites and special-design stands, as well as bars & lounges, the press centre, internet kiosks, F&B and registration counters.

Traditional Medicine Expo 2009, Singapore



The first Traditional Medicine Expo was held from 4-6 December 2009. Jointly organized by the Singapore Traditional Chinese Medicine Organizations Committee and the Singapore TCM College, the exposition provides a platform for TM organizations across the region to showcase the latest in patent medicine, raw herbs, herbal extracts, health supplements, health care and therapy, as well as equipment and related services. This inaugural event was managed by i-Promo Events & Marketing, a subsidiary of the Kingsmen Group.

BMW 7 Series Launch, Thailand



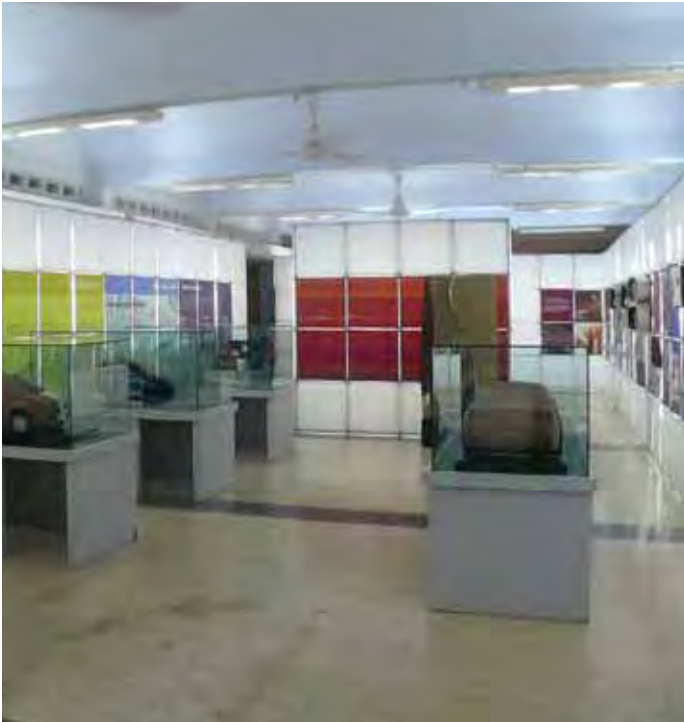
Leveraging on our extensive experience in luxury events and an in-depth knowledge of the BMW brand, Kingsmen Thailand crafted an exclusive event for one of the Group's long-term clients. Kingsmen was involved in the design and concept development, venue/location scouting, catering, event management, full fabrication and landscaping of the purpose-built structure. Built in less than three weeks, the 13,560-sqft. outdoor facility presented an ambience that combined the dynamism of the car with the character of the owner, offering an exclusive, invigorating experience that consistently "WOW-ed" invited guests throughout the 10-day event.

MINI 50th Anniversary, Singapore & Thailand



As MINI celebrated its golden anniversary, Kingsmen was more than happy to be a part of its exciting celebrations. Our Thailand office provided event management and construction services for the MINI Festival Party at BITEC Thailand. Likewise, Kingsmen Singapore extended turnkey services for DOMINION at ION, a roadshow that showcased MINI's heritage and evolution. Here's to more years of MINI Motoring!

Nissan Technology & Design Square, India



Following the success of Nissan Design Forum in 2007 and Nissan Technology Square in 2008, the Kingsmen Group was fully geared-up to support the Nissan Technology & Design Square roadshow in various Asian cities. With mobility in mind, a modular CLIC system imported from Germany was used for easy build-up and tear-down. The entire project was spearheaded by Kingsmen Japan supported by our India office.

Mercedes Benz E-Class Launch, Vietnam



While Kingsmen Vietnam's interior team supported Mercedes Benz in their showroom renovation, the exhibition team provided design, fabrication and installation services for Mercedes Benz' E-Class Launch at their HCMC and Hanoi showrooms. Partially enclosed by huge graphic walls highlighting the evolution of the E-Class and alluring images of the new car, the area provided a backdrop to accentuate the sexy curves of the car.

ADMC Ramadan Pavilion at Emirates Palace, UAE



ESP Productions appointed Kingsmen Middle East to construct the façade of the 38,500-sqft. ADMC Ramadan Pavilion 2009 at Emirates Palace in Abu Dhabi. Our Dubai office cleverly incorporated the ADMC logo and other branding elements into the pavilion's entrance. The event was a huge success and the production quality of the interior with the particular attention to exterior was of the highest industry standards.

IDEA IIFA Awards 2009, Macau



(photos courtesy of Wizcraft International Entertainment Ltd)

The combined efforts of our Hong Kong and Macau offices transformed Wizcraft International Entertainment's design into a night of enchantment, attended by the who's who of the Indian entertainment industry. Held at The Venetian Macao Resort Hotel, the IDEA International Indian Film Academy Awards 2009 showcased captivating performances highlighted by interactive lighting and other special effects, making this prestigious event an evening to remember.

Samsung AV Roadshow, Vietnam



The Samsung AV roadshow in Vietnam was the first in a series of events to launch the brand's LED TV technology. Working with Cheil Communications, Kingsmen Vietnam translated the concept to a functional exhibition space that gave visitors key information on the advantages of the new technology. Clever use of space also provided ample room for other auxiliary products that complemented the LED TVs.

Heineken Boutique-Bar, Singapore



During the festive season in 2009, Kingsmen presented the Heineken Boutique-Bar inspired by the iconic Heineken "Walk-In Fridge" TV commercial. The pop-up boutique and bar was set-up with a boutique section on one side and a bar serving ice-cold Heineken beer on the other. Through Kingsmen Ooh-media's event management expertise, thousands of shoppers were drawn each day to this "first-of-its-kind" concept in Singapore.

OOH LED Digital Billboards Singapore



With the rising popularity of outdoor advertising, Kingsmen Ooh-media was appointed as the sole marketing partner for the 46 x 29.5 ft LED media screen at Wilkie Edge. Similarly, the company also manages one of Singapore's most prominent digital LED billboards located at Orchard Building. Measuring 46 x 12 ft, this LED wrap is situated at the crossroads of Orchard Road and Cairnhill.

OCBC Engagement Campaigns Singapore



Kingsmen Ooh-media offers alternative marketing solutions to one of Asia's largest financial services, OCBC, in Singapore. To date, we have executed more than 60 engagement campaigns for OCBC such as Sunday Banking Treats, Monthly Savings Account 123 & Happy Savings Draw. In addition, we have developed and installed the first-of-its-kind OCBC Banking Rewards vending machine in Singapore with five more to follow by second quarter of 2010.

Shanghai Textile Museum, China



With more than 30 years of experience in museum fit-outs, our Shanghai office tapped on the intricacies of textile to conceptualize the Shanghai Textile Museum. To entice the public's interest, the museum featured the many types of textiles used for different and specific purposes. This, combined with the creative use of mechanical and multimedia applications, offered visitors an aesthetic and practical knowledge of textiles.

Sentosa Nature Discovery Visitor Centre, Singapore



Located in a former monorail station, Sentosa Nature Discovery is an interactive journey into the Island's wildlife and plantlife. It includes indoor and outdoor exhibits that combine fun and nature. The gallery of interactive exhibits aroused interests in nature as guests venture into the forest for a first-hand experience of the different habitats and plants that can be found on Sentosa. The entire project won a gold award at the recent SILA Awards 2010.

ZEB Visitor Centre at BCA Singapore



The BCA Zero Energy Building (ZEB) Visitor Centre located at the BCA Academy was designed and fitted-out by Kingsmen. The visitor centre gives a preview of the building's unique features minus the technicalities. By injecting mood colors together with light and sound effects, guests are treated to an interesting visit. Interactive exhibits are also lined-up within the vicinity for a hands-on experience on the featured exhibits.

Regional Conference 2009



To keep abreast with the latest trends in the industry, Kingsmen holds an Annual Regional Conference attended by Senior Designers and Project Teams from all Kingsmen offices around the region. The two-week conference kicked-off with the semi-annual Directors Conference, followed by Design Competition, OBS Training, Accountants Conference and Senior Managers Conference.

Kingsmen Ambassador Awards 2009

Congratulations to the recipients of this year's Ambassador Awards! Into its 7th year, four individuals and one team awards were given out during Kingsmen's Annual Dinner and Dance held at Shangri-La Hotel Singapore on 18 December 2009. The individual awardees were selected based on their exceptional service and work performance. The team award, on the other hand, was presented to Design Studio and Interiors Division for being joint winners of the 2009 challenge.



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C.M.T.I. Co., Ltd.



Supattra Ongkaew
Kingsmen
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Team Award
Design Studio &
Interiors Division

Kingsmen Safety @ Work

At Kingsmen, the safety of our workers and staff are of the highest importance. With this in mind, more than 50 staff attended the Building Construction Safety Course conducted exclusively at Kingsmen Creative Centre. At the end of the course, the participants are equipped with the necessary knowledge and skills to ensure all potential dangerous/hazardous events are eliminated and prevented, making the workplace a safe environment to work in.



Kingsmen Launches Service Differentiation Programme

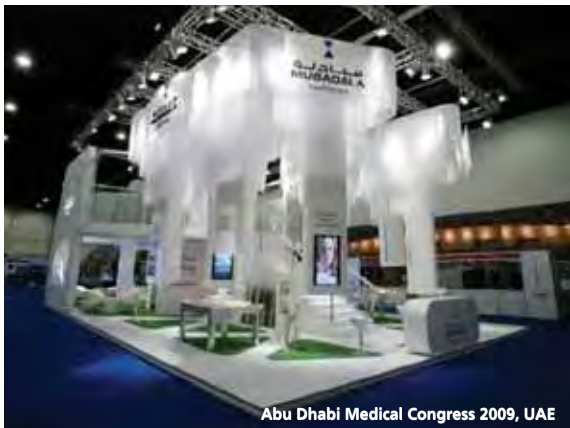
Together with SHATEC Institute, Kingsmen launched the Service Differentiation programme to inculcate a quality and service driven culture to its staff. The program comprises of expandable segments which can be customized for Kingsmen's regional offices. This quality service course was tailored according to Kingsmen's shared philosophy and service culture initiated by our founders more than three decades ago.

Mubadala at IDEX 2009, UAE



Kingsmen's first collaboration with Mubadala began in 2008 during the Singapore Airshow. Since then, our Dubai and Singapore offices have been working closely with Abu Dhabi's leading business development and investment company in various shows including Abu Dhabi Medical Congress, Arab Health and IDEX. For IDEX 2009, Kingsmen designed and fabricated Mubadala's over 19,000-sqft. exhibit space with a mezzanine.

With thorough understanding of the client's brand, each project was done in accordance with their requirements, completely in line with Mubadala's corporate identity and brand image.



Abu Dhabi Medical Congress 2009, UAE



Arab Health 2008, UAE

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