



For Immediate Release

**KIDZANIA SINGAPORE ANNOUNCES FIRST SIX PARTNERS TO BE PART OF
WORLD'S FASTEST GROWING FAMILY ENTERTAINMENT PHENOMENON**

New Edutainment Theme Park in Sentosa On-Track for Early 2015 Opening

Singapore, 5 September 2013 – KidZania, the world's fastest growing family entertainment phenomenon, today announced the first six of 30 plus industry partners to be part of the educational and entertainment theme park when it opens on Sentosa Island in early 2015.

The new partnerships from leading international brands will see the set-up of five establishments to help children understand the challenges and rewards of different professions and activities. The partners are leading regional financial services provider, **Maybank**, the regional arm of the world's #1 nonfiction media company, **Discovery Networks Asia-Pacific**, probiotic dairy product maker, **Yakult**, Japanese imaging and optical products manufacturer, **Canon** and wholesome food and beverage outlet, **The Soup Spoon**. In addition, one of Singapore's most traditional coffee shops, **Killiney 'Kopitiam'** has also been confirmed as a F&B retailer at KidZania Singapore.

Unlike other theme parks, KidZania will not have any rides. Instead, it will combine role-playing with real life experiences in a kid-sized city that emulates the workings of a real city to provide unique 'edutainment' fun. KidZania features real-world establishments (bank, university, fire station, radio station) and career choices (pilot, surgeon, fashion designer) to help children develop real life skills. By creating a child-centred community experience, KidZania Singapore is set to educate, empower and inspire 4 to 14 year olds by replicating the real world, scaled to a child's size, in a safe and self-contained city environment.

"KidZania works closely with private businesses and governments to fulfil its mission of providing the highest quality of realism role-playing experiences for children around the world. A key component of the KidZania experience is the integration of real-world in a variety of role-playing activities exposing children to equal parts of entertainment and education. These partnerships will enrich each activity by creating a more authentic immersive experience for



children,” said Tunku Dato’ Ahmad Burhanuddin, Managing Director and Chief Executive Officer for Themed Attractions, management company and operator of KidZania Singapore.

KidZania offers partners the chance to give children interactive learning experiences by sharing their expertise in their respective fields. By adding to the realism of the experience, KidZania’s partners also benefit from a revolutionary brand experience and gain unparalleled exposure.

Maybank

Teaching children the value of money and the fundamentals of banking, children commence their financial literacy with a bank account at Maybank in KidZania Singapore. Each bank account holder will receive a debit card which can be used across all Maybank ATMs within the city of KidZania Singapore to withdraw the local currency, kidZos, for use at all establishments in the city.

“Maybank is proud to be part of KidZania Singapore. We have always been a strong supporter of family-related activities and believe that this is not only a great way to foster family togetherness, but also to promote a healthy appreciation for an honest day’s work. As the bank of KidZania Singapore, we hope to instil in kids the responsibility of keeping and growing their money properly. In a way, the experience reinforces our mission of “Humanising Financial Services”, and we are very excited about playing a part in shaping the development of our next generation in Singapore,” said Alan Lau, Head of Consumer Banking, Maybank Singapore.

Discovery Networks Asia-Pacific

Discovery Networks Asia-Pacific will create a Discovery Kids studio within the park where children will experience the behind-the-scene work that goes into being a Discovery Channel filmmaker.

“The real-life, empowering, inspiring and educational nature of KidZania’s attractions aligns very well with the Smart Fun positioning of Discovery Kids. As a channel dedicated to combining educational and entertainment TV programming to spark the curiosity of school age kids, we’re looking forward to partnering with KidZania to create a Discovery Kids studio within the park. At the studio, kids will experience being a Discovery Channel filmmaker –



where they can write, direct, shoot and edit their own short films. This attraction is inspired by Kids Vs. Film, a locally-produced Discovery Kids' TV programme which provides kids from across Asia with the opportunity to create their own short films, and learn from Discovery Channel's production crew," said Kevin Dickie, Senior Vice President Content Group, Discovery Networks Asia-Pacific.

Yakult

Working as researchers at the Yakult Research Lab at KidZania, children will be able to study and explore different experiments and learn about the benefits and essence of probiotics.

"As the pioneer of probiotics, Yakult is committed to R&D to promote the health and wellbeing of the society. To provide a high value learning experience for children in Singapore, Yakult's design concept will be based on an R&D Laboratory; rather than a manufacturing and bottling plant. R&D is one of the fundamental drivers of Singapore's economic growth. By introducing young children to the world of R&D at KidZania, it encourages interest and the future development of R&D expertise, providing the seamless synergy with the country's aim of economy progress," said Yasuhide Nakato, Senior Manager, Sales Department, Yakult (Singapore) Pte Ltd.

Canon

Through Canon, children will get to experience being a photographer complete with a studio, models and photography training.

"Children grow up in a very visual world and everything that they see helps develop their personality and character. Canon is delighted to be part of that process by enabling these young ones to experience being a photographer in KidZania, complete with a studio, models and photography training. By opening up the child's horizon and giving them a taste of real-life job experience at an early age, they will hopefully be able to cultivate an interest in skills which will help them when they grow up, such as photography and the arts," said Kensaku Konishi, President & Chief Executive Officer, Canon Singapore Pte Ltd.



The Soup Spoon

Children will also get to role play as chefs when visiting The Soup Spoon establishment and will learn about healthy eating.

“The Soup Spoon is thrilled to be a sponsor of KidZania, where we offer a real-life brand experience, inspiring and educating kids and families to eat right, so that they can achieve their fullest potential with great health and minds,” said Andrew Chan, Managing Director, The Soup Spoon Pte Ltd.

Killiney ‘Kopitiam’

In addition to industry partners, traditional coffeehouse Killiney will be setting up an establishment at KidZania Singapore where visitors can take a break and enjoy freshly brewed coffee and traditionally popular warm kaya toast.

“KidZania's concept is unique and it brings a new definition to playing and learning. Killiney is very happy to be a partner in KidZania Singapore. We look forward to play meaningfully together,” said Woon Teck Seng, Director, Killiney International Pte Ltd.

KidZania Singapore will span 7,600 square metres and be part of the new Family Entertainment Centre development at Palawan Beach, Sentosa Island. It will complement the vision of Palawan Beach as a destination for the whole family. Its cityscape will be Singaporean in flavour and offer children a role-play experience that is uniquely tailored to Singapore. KidZania Singapore will be designed to appeal to both the domestic Singaporean market as well as international tourists and expects to attract around half a million visitors annually when it opens.

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About KidZania

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids aged 4 to 14. KidZania combines role-play with real life, creating a kid-centric city experience designed to educate and inspire kids; from arriving at the airport, to visiting a city centre to



exploring the city streets. As in the real world, kids choose activities – such as being a police officer, surgeon, journalist or a customer – and earn the local currency, kidZos, which they can then spend or save. KidZania operates just like a real city complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of “establishments” sponsored and branded by leading international and local brands. The facilities are designed to educate through experience, fostering the development of life skills, but from a kid’s perspective it is all about fun.

Essentially the fastest growing educational and entertainment brand in the world, KidZania has won numerous awards, having been voted “Best Theme Park Worldwide” by The Themed Entertainment Association, “Top Family Entertainment Centre of the World” by the International Association of Amusement Parks & Attractions (“IAAPA”), “Global Leisure Operator of the Year” by Retail and Leisure International and “Concept of the Year” by MAPIC.

About Themed Attractions and Resorts Sdn. Bhd.

Themed Attractions and Resorts Sdn. Bhd., a wholly-owned subsidiary of the Malaysian Government’s investment arm, Khazanah Nasional Berhad, was incorporated in June 2009 to develop, manage and operate theme parks and attractions in Malaysia, serving as a catalyst for the leisure and tourism industry and bringing premier international theme parks and attractions to the region. The theme parks include KidZania Kuala Lumpur, an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience; SANRIO HELLO KITTY TOWN, the first of its kind outside of Japan; The Little Big Club, a single themed attraction that is home to five popular global characters; and LAT’s Place, a themed restaurant with live animation based on the popular Kampung Boy (Village Boy) character by famous local cartoonist, LAT. While LEGOLAND® Malaysia - the sixth LEGOLAND in the world and the very first in Asia is owned by Themed Attractions & Resorts Sdn Bhd, Iskandar Investment Berhad and Merlin Entertainment Group through IDR Resorts Sdn Bhd, is operated by Merlin Entertainments Group. Themed Attractions will also develop, manage and operate KidZania Singapore.