

FOR IMMEDIATE RELEASE

DOUBLE THE FUN AND MORE AS KIDZANIA SINGAPORE TURNS TWO

- *The City hosted a Birthday Carnival with game booths and a bouncy castle to celebrate its second birthday*
- *Unlimited fun and adventures for the whole family as the City launches its Corporate Annual Pass*
- *Singapore's youngest politicians – Kids to be empowered to shape City activities with the first KidZania CongreZZ in Singapore*
- *A new industry partner joins the City to provide kids with new learning opportunities*

Singapore, 11 April 2018 – KidZania Singapore turns two this month! To celebrate the occasion, the kid-sized City is organising and hosting a series of new activities and promotions for a fun and festive celebration.

Kids are in for a treat this month with double the fun and learning at KidZania Singapore, as the City hosted a Birthday Carnival with game booths and a bouncy castle. Adding to the party flair and celebrations, the City welcomed a new industry partner, *Leftose*, and announced a Corporate Annual Pass programme for corporate companies.

Based on a recent survey by KidZania Singapore, more than 3 in 4 kids (78%) chose their own role-play activities as part of their learning process. To encourage kids to share their ideas and thoughts, the KidZania CongreZZ was formed to provide a conducive platform for them to attend regular meetings and discuss key topics concerning the citiZens of KidZania. The KidZania CongreZZ, comprising of kids aged 7 to 12, was launched at the inauguration ceremony on 8 April 2018.

More Fun and Excitement this April – With a Birthday Carnival, Double the Salaries and Unlimited Fun for Corporates with Families!

At the Birthday Carnival, which began from 5 April, kids enjoyed unlimited fun at the game booths, bounced away on a bouncy castle, and received an A5 sized photograph and birthday pack filled with goodies for just S\$10. Kids can continue to visit the Birthday Carnival till 15 April.

To cultivate and reinforce the importance of savings, kids who visited the City from 1 to 10 April 2018 received double the usual salaries for all earning role-play activities. They were also encouraged to deposit their earnings in the City's Bank as the top 10 kids who have saved the most kidZos in their bank accounts would be rewarded by having their kidZos bank accounts doubled!

Companies can now unlock a year of fun for their employees and families, with the KidZania Singapore Corporate Annual Pass. More families can work, learn and play throughout the 12 months. Each Corporate Annual Pass grants unlimited day admission for one employee and up to three accompanying guests, along with dining and retail privileges. Companies can also enjoy exclusive rates for holding their corporate events in the City. *For more information on KidZania Singapore Corporate Annual Pass, please refer to Annex A.*

Making History as Kids Rule a City, literally – with KidZania CongreZZ

KidZania Singapore's second birthday also marked the inauguration of Singapore's KidZania CongreZZ, the national legislative body of KidZania Singapore. Selected through a CongreZZ Camp held earlier this year, the pioneer batch of 21 kids will hold a one-year term as CongreZZ members. They will meet up regularly to discuss key topics, and play a role in decision-making to enhance activities at KidZania Singapore for a better community.

“As KidZania Singapore celebrates its second birthday, we are pulling out all the plugs with exciting promotions and activities to thank families and kids for their continued support. It is also time for us to take a step further and bring kids closer to the concept of truly running this kid-sized City. We look forward to working closely with the pioneer CongreZZ members, to jointly shape the City's activities and stay relevant to what our target audience want and enjoy the most. Through KidZania CongreZZ, we hope to also encourage these young leaders to build up confidence and valuable life skills such as decision-making, problem-solving and teamwork,” said Mr Leong Yue Weng, KidZania Singapore's General Manager.

New role-play experience for kids

KidZania Singapore also welcomed a new Industry Partner – *Leftose*. Kids can now step into the service industry as an “Assistant Pharmacist” when they visit the City. As an Assistant Pharmacist, kids will get a glimpse of what goes on in a Pharmacy. They will learn to fill in a medical prescription and sort out relevant medication for patients.

Special Promotions and Deals

As part of the birthday celebrations, kids and adults can enjoy special discounts with the ***Double Bundles Promotion***. Available only from 1 to 30 April 2018 and for walk-in purchases only, visitors get to enjoy these attractive savings:

- 2 Kid tickets at S\$88
- 2 Adult tickets at S\$55

Exclusive to Maybank Cardmembers only, get a limited edition *50 kidZo banknote* with any Double Bundle promotion purchased with any Maybank Card this April, while stocks last!

For more information on KidZania Singapore and updates on its latest events and activities, check out www.kidzania.com.sg and facebook.com/KidZaniaSingapore.

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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. 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 pilot, police officer, doctor, journalist or a customer – and earn money, 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” 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 which truly epitomizes learning through play.

Being one of the fastest growing educational and entertainment brands 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.

KidZania Singapore is a subsidiary of Themed Attractions Resorts & Hotels Sdn. Bhd., the investment holding company responsible for the development, management and operations of various hospitality and attraction destinations in Malaysia and Singapore.

ABOUT THEMED ATTRACTIONS RESORTS & HOTELS SDN. BHD.

Themed Attractions Resorts & Hotels Sdn. Bhd. is an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations. Established by the Malaysian Government's strategic investment fund, Khazanah Nasional Berhad, TAR&H serves as a catalyst for the leisure and tourism industry by bringing premier world-class hotels, resorts, golf courses and attractions to the region.

Its current key investment portfolio comprises **Desaru Coast** – a premium integrated destination resort, **LEGOLAND® Malaysia Resort** - the sixth LEGOLAND in the world and the first in Asia, **KidZania Kuala Lumpur & KidZania Singapore** - an indoor family education and entertainment centre, **Marina Walk Puteri Harbour** – a quay side lifestyle retail and family entertainment complex, **SANRIO HELLO KITTY TOWN** – the first of its kind outside of Japan, **Thomas Town** – an indoor theme park that features the famous Thomas & Friends® characters on multiple themed rides and **Hotel Jen Puteri Harbour** at the luxury waterfront of Puteri Harbour, Iskandar Puteri, along with the award winning **The Datai Langkawi** and the first Els Club in Southeast Asia – The Els Club Malaysia, located in two stunning destinations – **The Els Club Teluk Datai** and **The Els Club Desaru Coast**.

Working with renowned global and local partners and brands, TAR&H aims to be the leading Leisure & Tourism Group bringing world-class destinations to South East Asia, creating over 15,000 jobs.

Issued on behalf of KidZania Singapore

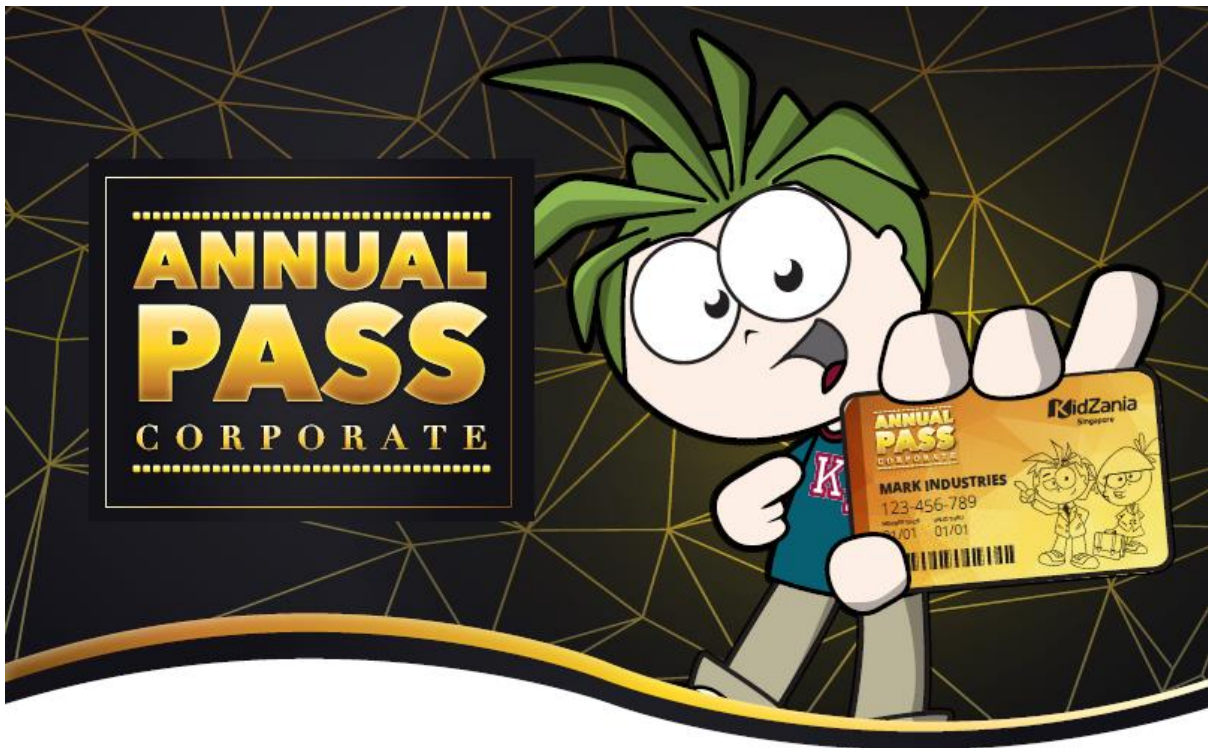
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Annex A: KidZania Singapore Corporate Annual Pass



Reward your staff with unlimited fun and adventures with their family with KidZania Singapore’s

CORPORATE ANNUAL PASS!

Corporate Annual Pass Holders enjoy the following benefits, so contact us at explore@kidzania.com.sg to sign up or find out more!

- Complimentary admission to the respective park for 1 employee and up to 3 accompanying guests per card per day
- Discounted admission tickets for up to additional 4 pax
- Discounted admission tickets to selected attractions under Themed Attractions Resorts & Hotels
- Exclusive event packages discounts
- 10% off at KidZania Shops, additional 5% off for B.KidZanians
- 10% off selected F&B outlets
- 15% discount on total purchase price of photographs

Package	Admission	Price
Single Card Package	1 Card (4 pax)	S\$9,800
Dual Card Package	2 Cards (8 pax)	S\$17,800