



FOR IMMEDIATE RELEASE

KIDZANIA SINGAPORE JOINS HANDS WITH KIDS TO BUILD A BETTER WORLD

- *Award-winning global edutainment attraction to set a new benchmark for learning through role-play in Singapore from 12 April 2016*
- *Four new Industry Partners announced, bringing the number of partners to date to 37 in KidZania Singapore*
- *KidZania Singapore collaborates with Singapore Workforce Development Agency (WDA) and Employment and Employability Institute Pte Ltd (e2i) to develop talent and optimize productivity*

Singapore, 12 April 2016 – KidZania Singapore, the latest city to join the world’s fastest growing family edutainment phenomenon, welcomes families and children from 12 April 2016 at Sentosa’s Palawan Beach.

Singapore’s latest attraction targeting families and children, the 7,600 square metre park will set a new benchmark for learning through role-play in Singapore. KidZania Singapore is a realistic indoor city developed in consultation with child education experts and supported by real-world brands, to complement school learning experiences.

At the official opening day ceremony, KidZania Singapore signed a Memorandum of Understanding (MOU) with the Singapore Workforce Development Agency (WDA) and the Employment and Employability Institute Pte Ltd (e2i). The collaboration signifies KidZania Singapore’s commitment to enhance productivity and staff training in the park.

KidZania Singapore also welcomed four new industry partners - C’est Moi, GardenasiaKids, the Singapore Civil Defence Force and the Singapore Police Force. This brings the number of industry partners to date to 37.

Said Xavier Lopez Ancona, KidZania’s Founder and President, “We are pleased to bring KidZania to Singapore, as our 23rd KidZania City to open globally. Singapore’s location as a regional hub for families is well-aligned with our mission to bring KidZania to as many children as possible. We look forward to welcoming local and overseas families to step into KidZania, for the world’s best learning experience through role-play”.



Tunku Dato' Ahmad Burhanuddin, Group Managing Director and Chief Executive Officer of Themed Attractions Resorts & Hotels Sdn. Bhd. said, "KidZania Singapore offers an unprecedented opportunity, not only for us to broaden our children's learning path as we prepare them for the real world but also to establish our long term view in supporting our ambition to drive new growth in the tourism economy as well as creating jobs in Singapore."

Setting a New Milestone in Singapore: Helping Kids Learn through Role-play

Designed to be best suited for children aged 4 and above, KidZania Singapore works closely with real-world brands to create a city that is as realistic as possible. Children will be able to choose between occupations and activities through role-play, and learn about key values and life skills in the process.

With the new Industry Partners, kids can pamper themselves with a makeover using C'est Moi's specially formulated products for children, engage in green workshops to gain a greater appreciation of nature and environmental awareness with GardenasiaKidscan, save the day as a fireman with the Singapore Civil Defence Force and protect the streets as a policeman with the Singapore Police Force.

Kids will have a wide variety of options to try out their dream occupations, as well as have a better understanding of the skills and importance of each occupation. Parents will also be able to participate in selected role-play activities, as well as take an active role in understanding their children's inclinations and learning process.

A smooth and efficient KidZanian city that blends with Singapore's productivity focus

As part of the Memorandum of Understanding, KidZania Singapore has put in place various initiatives to empower its staff and increase productivity within the kid-sized city. They include self-help mobile kiosks, the use of RFID bracelets, a HR scheduler, notes counting machines for cash and kidZos currency, and solutions for inventory management and on-going maintenance. WDA and e2i will support KidZania Singapore's training needs.

KidZania Singapore is committed to incorporating Singapore Workforce Skills Qualifications (WSQ) training within its organisation through in-house and external training. Possible areas of training identified include Service Excellence and Experience Creation, through which staff would gain skills and knowledge to create authentic and memorable experiences for the attraction's guests. WDA and e2i will continue to support KidZania Singapore in its on-going productivity and skills upgrading efforts.

"The real challenge for any theme park is to maintain the energy behind its guest experience, which hinges upon its greatest asset – our staff. Training and empowerment of our collaborators, across all levels, are key to motivate them to passionately deliver guest



experience of the highest quality,” said Mr Leong Yue Weng, KidZania Singapore’s General Manager.

Ms Julia Ng, Senior Director of WDA’s Enterprise Development Group, said, “WDA is pleased to partner KidZania in its journey of building a strong team of skilled professionals in Service Excellence and Experience Creation through WSQ training programmes. This collaboration also aims to support lean training and accompanying productivity improvement implementation to ensure seamless and responsive service delivery.”

Mr Gilbert Tan, Chief Executive Officer of e2i, said, “e2i has been working closely with KidZania since 2015 to recruit, train the new team, and improve productivity, in preparation for the opening. Through e2i’s dedicated job fairs and place-and-train programmes, we were able to support KidZania to scale up and develop their staff. With the implementation of technology to enhance productivity through e2i’s Inclusive Growth Programme, KidZania is able to reduce labour intensity and improve the operation efficiency of the theme park. We hope to partner more progressive companies like KidZania to enable them to catalyst their business growth and develop workers’ skills.”

Safety considerations in KidZania Singapore

With safety being a top priority, families and children who step into KidZania Singapore will be issued wrist tags to ensure that children will leave the premises only with an authorised adult. Safety features such as specially designed doors are incorporated into the park’s design to ensure a safe and child-friendly experience.

Tickets can be purchased on-site at KidZania Singapore, families are encouraged to check and book online at www.kidzania.com.sg to secure their tickets and check the park’s availability.

KidZania Singapore operates 7 days a week, with tickets ranging from S\$25 to S\$58. Online ticket purchases are entitled to 5% discount off walk-in rates. All adults must be accompanied by a child aged 17 and below to check into KidZania Singapore. Children below eight years old must be accompanied by an adult whilst in the city.

KidZania Singapore Opening Hours:

Sundays to Thursdays: 10am to 5pm

Fridays, Saturdays, School holidays, eve of and Public Holidays: 10am to 8pm

For more information on KidZania Singapore, check out www.kidzania.com.sg and facebook.com/KidZaniaSingapore .

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Annex 1:

Fun Facts About KidZania Singapore

Opening on 12 April 2016, KidZania Singapore is a unique edutainment experience that brings learning through role-play to life. The 23rd KidZania City built in the world, kids are empowered to take charge and make their own decisions, pick up values such as financial planning, discipline and teamwork through the benefits of role-play.

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| KidZania Singapore is the 1 st KidZania in the world to: | <ol style="list-style-type: none"> 1. Have a full-winged fuselage of a Boeing 737 within the city. That gives our parents and kids a lovely close-up view of a real plane, even before they step into the city doors. 2. Two types of flight simulators (A380 and B787) within the Aviation Academy. 3. A Peranakan Museum, highlighting a part of Singapore’s unique local culture and heritage. 4. To be located on an island resort. KidZanians can look forward to interacting with kids from Singapore and all over the world. 5. Built on a purpose-built building to customise the KidZania Singapore infrastructure and experience. |
| KidZania Singapore is a sporty place! | One of the few KidZanias in the world to have a Stadium and Mountaineering School |
| 37 Industry Partners, with 17 from Singapore | Beyond renowned international brands, KidZania Singapore will also have a mix of familiar local brands to give guests a KidZanian experience that is unique to Singapore's heritage and culture |
| 7,600 square metres (or 81,806 square feet) | Equivalent to 6 Olympic-sized swimming pools! |
| 1,500 | The maximum capacity of KidZania Singapore at any one time. In order to ensure the safety of our KidZanians, we observe this capacity limit strictly. |
| Safety Tags, doors with curved sides, and more | Health and Safety during play are critical in this kid-sized city. Children and parents are tagged with safety tags that ensure that the children can be contacted anywhere in the city, and leave with an authorised adult. Glass doors with curved-in edges prevent kids from having their hands clamped by the swinging doors. |
| ZanKs! Kai! | That’s “Thank You” and “Hello” in KidZania Singapore. Yes, KidZania has its own language and terms, just like a real city. |
| kidZos | That’s right! KidZania even has its own currency in the form of kidZos, which can be used in any KidZania city in the world. |
| Urbano, Beebop, Chika, Vita, and Bache | KidZania’s most celebrated citizens, they are caretakers of the ideals that the nation of KidZania upholds. Called the |



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| | <p>“RightZKeepers” of KidZania, they embody its six principal RightZ: To Be, To Know, To Create, To Share, To Care, and To Play.</p> |
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Annex 2: KidZania Singapore’s Latest Industry Partners - Quotes

1. C’est Moi

“We want to educate and cultivate good skin-caring habits amongst kids early as prevention is better than cure. Kids deserve the best for their skin because good skin equates to confidence. Protecting one’s skin is essentially important as it will stay with one, forever.” – Ms Jessica Tang, Founder, C’est Moi.

2. GardenasiaKids

“The best way for children to experience and learn about nature is by being hands-on - that's what GardenasiaKids believes. Together with KidZania Singapore, we look forward to educating children about appreciating nature, while increasing their environmental awareness through naturally inspired green workshops with our lovable friends, Titoy & Morchoo. Learning from nature is always fun!” - Mr Kenny Eng, Director, GardenasiaKids

Annex 3: KidZania Singapore’s Industry Partners (as of 12th April 2016)

| Local Brands (17) | International Brands (20) |
|-----------------------------------|------------------------------------|
| 1. Camouflage | 1. 7- Eleven |
| 2. Camp Challenge | 2. Abbott |
| 3. Ces’t Moi | 3. AIA |
| 4. GardenasiaKids | 4. Canon |
| 5. Killiney Kopitiam | 5. Carl Zeiss |
| 6. Kiss 92 | 6. Discovery Networks Asia-Pacific |
| 7. Lim Chee Guan | 7. Exxon Mobil Asia Pacific |
| 8. Mount Elizabeth Hospital | 8. Johnson & Johnson |
| 9. Nanyang Optical | 9. KFC |
| 10. PictureAir | 10. Lifebuoy |
| 11. Singapore Civil Defence Force | 11. Maybank |
| 12. Singapore Police Force | 12. Nickelodeon |
| 13. The Intan Peranakan Museum | 13. Paddle Pop |
| 14. The Learning Lab | 14. Pizza Hut |
| 15. The Soup Spoon | 15. Qatar Airways |
| 16. Warung M Nasir | 16. Spritzer |
| 17. WTS Travel | 17. Sticky |
| | 18. Sunstar |
| | 19. Toshiba Medical Systems Asia |
| | 20. Yakult |



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.

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.

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 - Malaysia's first integrated luxury destination, LEGOLAND® Malaysia - the sixth LEGOLAND in the world and the first in Asia, KidZania Kuala Lumpur & KidZania Singapore - an indoor family education and entertainment centre, 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, Nusajaya, along with the award winning The Datai Langkawi and the first Els Club in Southeast Asia – Els Club Teluk Datai in Langkawi. The Els Club Malaysia will add two more championship golf courses to its stable with the opening of Els Club Desaru Coast and Els Club Desaru Valley, both located in 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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