



K L U B  
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Our Clients' Success  
is Our Success

Retail & Corporate Interiors  
Exhibitions & Events  
Thematic & Museums  
Alternative Marketing  
Architecture & Engineering

SUSTAINABLE  
DEVELOPMENT

# 29 YEARS WITH "K"

## 1989

Founded under the name of C.M.T.I. Co., Ltd. by the founder, Khun Chayawat Pisessith, to start with “**exhibition design and build**” services, with production area of 800 m<sup>2</sup>.

## 2005

Initiated and started of “**design and build**” services for events marketing services as integrated part of exhibitions and events profiles.



## 2010

Started of “**design and build as well as content development**” services for thematic and museums.

## 2002

Entered into a joint venture with Kingsmen Creatives Ltd, a leading company in communication design and production in Singapore with international presence and recognition for exhibitions & events, interiors, thematic & museums regionally.

The company’s name was then changed to “**Kingsmen C.M.T.I. Co., Ltd.**”

Started of “**design and build**” services for retail interiors business in Thailand.





# 2015

Kingsmen Myanmar Company Limited was registered under Myanmar law on 9 January 2015, to conduct full services business for interiors, exhibitions and events marketing service with a focus on Myanmar market.

Registered and transformed the status of company to public limited company under new name of Kingsmen C.M.T.I. Public Limited Company, on 1 July 2015.

On 18 December 2015, Kingsmen C.M.T.I. was listed in Market for Alternative Investment (MAI) for the first time with the stock listed name "K".

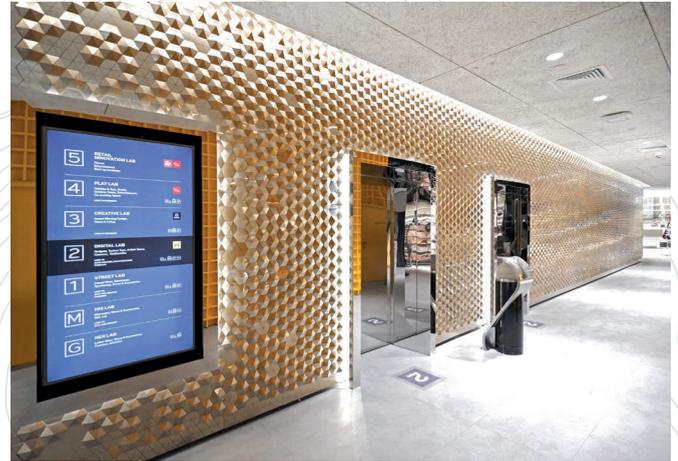
# 2016

Adding the service of architecture & engineering to supports clients' needs.

The Company has expanded the production facilities to Lumlukka, Klong 6, Pathumthani.

# 2017

Kingsmen C.M.T.I. (Cambodia) Company Limited was registered under Cambodia law to conduct full services business for interiors, exhibitions and events marketing service with a focus on Cambodia market.



# "PT" STEPS UP TO INHERIT THE POSITION OF MANAGING DIRECTOR FOR KINGSMEN (.M.T.I. PLC).

Khun Pravit Sribanditmongkol (as known as "PT"), after inheriting the position of managing director from Khun Chayawat Pisessith in accordance to his succession plan, has taken immediate action in managing client's satisfaction and continuity. Committed and determined to expand business further in all various core sectors of the company both local and international projects with skilled and experienced personnel in the company. His mission is for the company to be 'trusted partner that is reliable to clients' with responding effectively and swiftly to clients' requirements. Thus implementing a one-stop shop solution of customized demands for both our products and services is essential to stay with market competition nowadays.



# SUSTAINABILITY TREND

The word “**Sustainable Development**” has been integrated into many segments of the society, being familiarized throughout the majority of the leading organizations within Thailand gradually. This sustainability trend has an impact not only on a corporate scale but also on an internationally recognized scale to consideration towards the environmental, economical, and social factor as well.

The Stock Exchange of Thailand (SET), in particular, has announced that all of SET/MAI listed companies shall disclose and produce their corporate’s sustainability development report annually.

Kingsmen C.M.T.I. Plc. is one of the organizations that has always remained committed to the sustainable development goals throughout all procedures, from production to waste management. Operating with a mind-set to minimize impacts towards our society and environment, some methods that has already taken into action includes:

1. Incorporating the method of 5’Rs (Reuse, Reduce, Recycle, Repair and Rethink) in the execution of exhibitions and events in order to reduce any polluted impacts
2. Arranging annual conference for our suppliers, vendors to understand and take part in regarding to safety and sustainably work process in relation to the sustainable development goals
3. Emphasizing on the basis of a green organization by encouraging our employees to reduce the usage of toxic products such as foam and plastic
4. Being a permanent member of Magic Eyes to incorporate waste management measures in company daily work
5. Being accredited for ISO 20121: the Event Sustainability Management System
6. Using eco-friendly materials for company annual custom-design souvenirs

Through these sustainable practices, Kingsmen C.M.T.I. Plc. has been chosen by UFI (The Global Association of the Exhibition Industry) to be one of the six selected companies worldwide for the “**Best sustainable exhibiting**” and to receiving Sustainable Development Award 2018, notably being the only company from Asia in this business field.

# AGING SOCIETY & BUSINESS OPPORTUNITIES

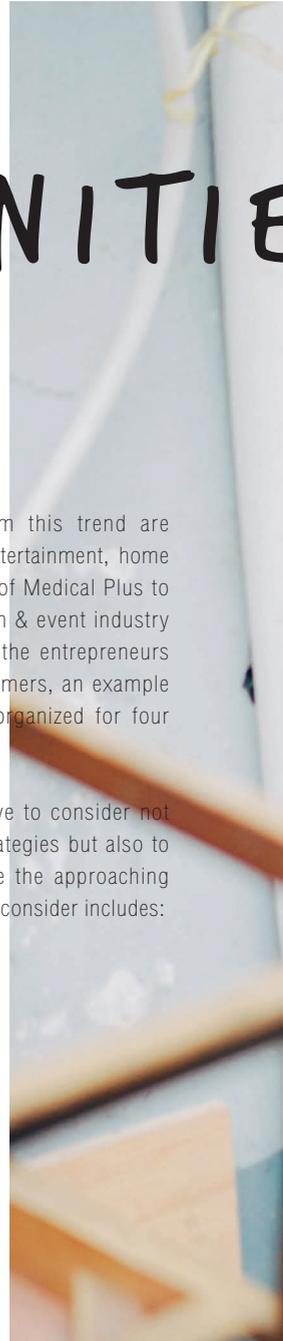
According to forecasts from various institutions, Thailand will thoroughly become an aging society by 2021. Per statistics, 1 in every 5 people will be in the retirement age.

In 2015, 12.3% of the world population has already entered into an aging society, equivalent to roughly 901 million people. This has been estimated to gradually rise to 16.5% or 1,402 million people in 2030 and will eventually soar up to 21.5% or 2,092 million people by 2050. The top 3 countries projected with the highest elderly population in Asia are Japan (26%), Singapore (23%) and Thailand (19%).

Currently, Thailand's population of individuals aged 60 and has accounted for 10% of the total population. It is expected that by 2021, Thailand will turn into an aging society, reflecting that the baby boomer market has expanded immensely. This resulted in a higher demand for specialized goods and services including hospitalities, facilities, as well as innovative technologies. The market value and services brought upon to support the aging society is believed to be worth at least 10 billion Baht.

The industries that are expected to benefit from this trend are equipment & facilities, travel, health, automotive, entertainment, home care, as well as real estates that initiate the design of Medical Plus to meet the aging society's needs. Moreover, exhibition & event industry is also seen as a marketing opportunity to gather the entrepreneurs whose products and services support the baby boomers, an example being InterCare Asia 2018 that has already been organized for four consecutive years.

As such, marketers of this rapidly evolving era have to consider not only how to utilize the best out of their product strategies but also to how to adapt their marketing campaigns alongside the approaching full-fledged aging society as well. FIVE main points to consider includes:





## INNOVATION

A tailored product invented specifically to respond to the needs of the aging population.

## PACKAGING

User-friendly & convenient (ie. Enlarged letters for those with bad eyesight, compact packages)

## PROMOTION

To attract this particular target group.

## DELIVERY

An important factor for both online and offline stores. The aging population may have an abundant purchasing power, but not necessarily the physical power.

## REST SPOTS

Should be provided for certain distances measured. Similar to a premium lounge installed for privileged customers, rest spots are required for the upcoming aging population.

# SCOPE OF SERVICES

KLUB 18



**Retail & Corporate Interiors**



**Exhibitions & Events**



**Alternative Marketing**



**Thematic, Museums & Learning Centers**



**Architecture & Engineering**

# INTERIORS



MIXED-USE COMPLEX • RETAILS • CORPORATES •  
HOSPITALITIES • FIXTURES



## RESEARCH & INNOVATION FOR SUSTAINABILITY CENTER (RISC)

Magnolias Ratchadamri Boulevard

**Scope of work:**

Floor, wall, ceiling,  
mechanical & electrical  
engineering

**Total Area:**

1092 sqm.

**Duration:**

60 days





## Sleep Box 2

Don Mueang International Airport

**Scope of work:**  
Floor, wall, ceiling, furniture

**Total Area:**  
839 sqm.

**Duration:**  
90 days





## Century Movie Plaza II

Onnut, Bangkok

**Scope of work:**  
Floor, wall, ceiling,  
furniture

**Total Area:**  
2000 sqm.

**Duration:**  
180 days





# TUMI

Central World

Scope of work:  
Design & Construction,  
furniture, fixture

Total Area:  
168 sqm.

Duration:  
55 days



# EXHIBITIONS & EVENTS, THEMATIC & MUSEUMS, ALTERNATIVE MARKETING (EMA)

## Exhibition & Events

Custom-design Stands • Official  
Appointed Service • Event Creative  
& Management • Outdoor Facilities

## Thematic & Museums

Learning Center • Visitor Galleries  
• Museums • Themed Park •  
Attractions Design & Build •  
Content Provider

## Alternative Marketing

Event Design & Management • Trade  
Shows Management • Congress  
& Conference Management • Product  
Launch, Opening Ceremony &  
Reception • PR Services

# Samsung Galaxy Studio

Parc Paragon, Bangkok

*Scope of work*  
*Construction*

Samsung has fully exposed the innovation of their products at Samsung Galaxy Studio, from 8 October - 10 November 2017 at Parc Paragon, for visitors and potential customers who wish to experience and experiment them.

Hero of the event was the powerful Samsung Galaxy Note 8 with its fascinating range of accessories and iconic infinity display.



# Thailand International Motor Expo 2017



IMPACT, Bangkok

*Scope of Work*  
*Official appointed contractor*  
*(design, construction, event*  
*management)*

The 34th Thailand International Motor Expo, from 30 November - 11 December 2017, has received an exceptional result recorded with an increase of 20% in automobiles sales with 38,000 automobiles bookings and 7,000 motorcycles bookings with over 1.36 million visitors.

Kingsmen C.M.T.I. Plc., as the official contractor for this exhibition, has collaborated in a total of 28 booth stands for various brands such as BMW, MINI, Nissan, Rolls Royce, Aston Martin, Kawasaki, and Rocket Sound.





# Money Expo Year-End 2017



The 1st Money Expo Year End at BITEC Bangna, from 30 November - 3 December 2017, was an addition to the Money Expo series. According to Thailand Convention & Exhibition Bureau (TCEB), Money Expo has generated financial transactions of more than 1.67 trillion Baht over the past 16 years.

# Money Expo 2018

*Scope of Work*  
*Official appointed contractor*  
*(design, construction)*

Money Expo 2018 series with the concept of “Wealth Transformation” is already halfway through. This year, Money Expo Bangkok, the biggest one in the series, has added a new zone “Good Living for Aging Society” of 2,000 sqm. to promote a long-term financial planning towards their target group of working age to retirement age.

Additionally, Kingsmen C.M.T.I. has also provided design and construction services to CIMB Thai, ETDA and Umay+ booths.



**Money Expo Pattaya**  
(9-11 February 2018)

**Money Expo Hatyai**  
(9-11 March 2018)

**Money Expo Bangkok**  
(10-13 May 2018)

**Money Expo Korat 2018**  
(17-19 August 2018)

**Money Expo Udonthani**  
(5-7 October 2018)

**Money Expo Chiangmai**  
(9-11 November 2018)

**Money Expo Year-End**  
(29 November – 2 December 2018)



## The All-New BMW X3 Grand Opening

*Scope of Work*  
*Event management, construction*

The highlight of the special 3 days event at Parc Paragon, Siam Paragon shopping center, is the unveiling of the new BMW X3 (G01) to the public. The temporary structure exterior had a bold and unique black and white BMW characteristic, in harmony to the professional crew situated inside to provide the guests with exceptional services.

## MExperience

*Scope of Work*  
*Event management, construction*

MExperience, under the topic, "Thailand 2018 Economic Outlook" on 30 January 2018, presented an insight on the current economic trends and how to use the innovative strategies and capital assets to shape the future of the manufacturing industries.



# Betagro at THAIFEX 2018

*Scope of Work*  
*Design, construction, event management*

Betagro, one of Thailand's leading companies in the food business and agriculture industry, has their vision to expand their market to B2B business with foreign investors. At THAIFEX 2018, the Betagro pavilion has acquired 252 sqm. to promote their lines of product, consisting of two islands with one walk way. The whole area was joined by the curved arch top, a motif inspired by Betagro's 50th anniversary logo.



# CIMB Thai Chinese New Year In Love

*Scope of Work*  
*Design, installation*

CIMB Thai bank at Yaowarat branch celebrated this year's Chinese New Year festival by decorating their entire office, both exterior and interior, with a customized eye-catching Chinese theme graphics that pops out among their neighborhoods.



# IAM Bangkok 2018

## Scope of Work

Official appointed contractor  
(design, construction)

The first IAM Bangkok happens from 2-4 February 2018 at Future Park Rangsit. The event was an automotive contest that enhanced the experiences of people interested in the art of custom cars where more than 100 vehicles were displayed and contested.



## BMW xDrive Experience

### Scope of work

Event management, construction

5-11 February 2018, BMW hosted an event “BMW xDrive Experience : Mission to Mars” where customers get to test drive the new BMW X3 at BMW’s exclusive operating platform where the surface is akin to Mars.

# MDRT Experience & Global Conference

## *Scope of Work*

*Official contractor (design, construction, event management)*

2018 Million Dollar Round Table (MDRT) Experience and Global Conference was hosted at Bitec Bangna during 8-10 February particularly for professionals and advisors in the financial services and insurance industry from around the world to connect, share innovative ideas, as well as learn effective techniques in the business from the top performers.



# Chevrolet Mid-Year National Dealer Conference

## *Scope of Work*

*Construction, event management*

Chevrolet hosted an event in Khao Yai on July 12-13, 2018 to honor its dealers for their contributions and dedication to the automaker's performance. The event includes business updates, meetings, test drive of the Chevrolet Trailblazer, as well as the dealer recognition ceremony in the theme of the "Glory Night of Stars".



# Bangkok International Motor Show 2018

Thailand the 39th Bangkok International Motor Show, the biggest event of the year for automotive, came with the theme Revolution in Motion. The event took place at IMPACT Muang Thong Thani covering 167,000 square meters.

Kingsmen C.M.T.I. has been trusted to provide the service to some of our clients:



MINI  
Nissan  
BMW  
BMW Motorrad  
Kawasaki  
SCB  
Rocket Sound  
...and many more



# SO FIT SO Fun Run 2018

## *Scope of Work*

*Design, construction*

BMW Thailand teamed up with Kingsmen C.M.T.I. Plc. served the design, construction and decoration services for BMW sections at the event. SO Sofitel Bangkok to raise funds for Children's Rights Foundation in SO FIT SO Fun Run hosted at Lumpini Park, Bangkok on May 13, 2018. All proceeds from the event were donated to Baan Gerda and Hands Across The Waters.



# MINI 'Explore More Corners'

## *Scope of Work*

*Design, construction,  
event management*

MINI hosted an exclusive party under the concept **"Explore More Corners"** for MINI lovers to discover The New MINI 3-door Hatch, The New MINI 5-door Hatch and The New MINI Convertible. In addition, the event was held at Voice Space, Bangkok, as a maze full of wonders where every corner's design is inspired by the street art, pop art, and famous graffiti walls in Bangkok. Distinctive arrangement of Thai food, Thai traditional alcoholic beverages, jazz music, and mini concert gives the event a special presence of MINI unique characteristic.



# Fast Auto Show Thailand 2018

## Scope of Work

Official appointed contractor  
(design, construction)

Held from June 27 – July 1, 2018 at Bitec, Fast Auto Show Thailand 2018 featured over 2,000 new cars and more than 1,000 used cars for sale. Kingsmen C.M.T.I. Plc. was honored to service as an official contractor once again for the show and served design and construction services to Mazda and Nissan.



# Tavises Learning Center

## Scope of Work

Design, construction

Located on the 4<sup>th</sup> floor of Bangkok Art & Culture Centre, Tavises Learning Center was designed to showcase and share practical concepts regarding environmental care as well as to inspire others to be part of the volunteer group.

There are also workshops and activities for kids and families to participate. The learning center's interior is decorated with recycled materials such as gallon plastic water bottles, beverage packaging, and bottle caps.



# MINI Roadshows

## *Scope of Work*

*Event location survey, conceptual design and construction, event management*

MINI Thailand teams up with its authorized dealers to host its Roadshows in provinces across Thailand throughout the year from Chonburi, Ubonratchathani, Pitsanulok, to Khon Kaen up to this point. The Roadshows allow MINI lovers to get a chance to get up close and personal with new models as well as experiencing test drives in various conditions.



# Kingsmen C.M.T.I. (Cambodia) Co., Ltd.

Kingsmen C.M.T.I. Plc. recently expanded the branch to Cambodia under the name Kingsmen C.M.T.I. (Cambodia) Co., Ltd., aiming to support future demands and growth of the upcoming market trends. The company is located in Sen Sok, Phnom Penh and has officially started operating as of May 25, 2018. Supported by our

dedicated executives and associated network, Kingmen C.M.T.I. (Cambodia) Co., Ltd. is committed to meet your every needs with our integrated capabilities.



# Cambodia Architect & Decor 2018

Exhibited at Diamond Island Convention & Exhibition Center in Phnom Penh from May 24-26, 2018, Cambodia Architect & Decor 2018 was the platform to showcase the best source for building and construction materials, interior design, furniture and decor from over 150 local and international companies and brands.

Kingsmen C.M.T.I. (Cambodia) has also participated in the exhibition, as well as providing design and construction services to our clients; L&E and Index Creative Village.



## L&E

*Scope of Work*  
*Design, construction, decoration*

## Index Creative Village

*Scope of Work*  
*Construction*

## Kingsmen C.M.T.I.

*Scope of Work*  
*Design, construction*

# Kingsmen Myanmar Co., Ltd.

Kingsmen Myanmar is geared towards the growth of economy in Myanmar with direction from Thai management team and local staff to support all needs from clients in Myanmar and from overseas. Here are some of our works recently:

KLUB 18





# Top Thai Brands 2018

A four-day exhibition, Top Thai Brands 2018, was held at Myanmar Event Park from March 24-27, 2018. Kingsmen Myanmar served the design and construction services to 3 booths at the show; Lactasoy, Mitr Phol, and Singha.

The show featured Thai products and services ranging from food & beverages, fashion & beauty, electronic appliances, auto parts, education, household goods, real estate and construction services.

# Michelin Safe On The Road 2018

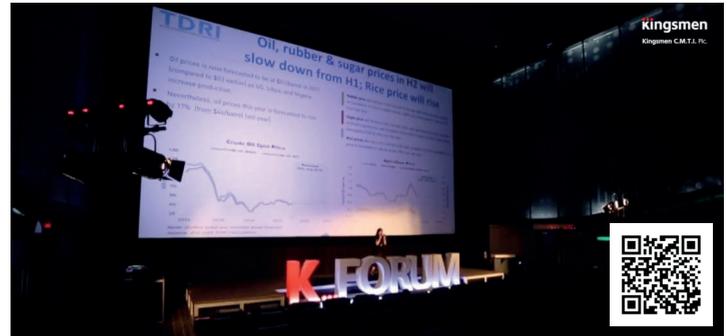
*Scope of Work  
Construction*

Michelin Tires have gone on a campaign to inform the importance of inflating vehicle tires and to promote the significance of vehicle inspection before traveling. On April 7-11, 2018, the road safety awareness campaign “Michelin Safe On The Road” offered free tire pressure check-up and service station to motorists.



# K EXPERIENCE

K Experience, another channel to follow Kingsmen C.M.T.I. clients' success story through our YouTube Channel "KCMTI Plc."



Kingsmen K Forum 2nd Episode



Kingsmen Corporate VDO



Kingsmen Gala Dinner



Kohler Learning Center

# SOME OF OUR CLIENTS



# K...PRIDE

## Care the Bear

Kingsmen C.M.T.I. Plc., along with other 22 organizations, joined “Care the Bear: Change the Climate Change by Eco Event” organized by the Stock Exchange of Thailand (SET) on June 27, 2018. The program is in line with the UN 17 Sustainable Development Goals. Its purpose is to campaign with partners to prevent global warming by reducing Carbon footprint from event organizations.



## Green Industry

At the beginning of the year 2018, Kingsmen C.M.T.I. Plc. has been honored with the “Green Industry” certification from the Ministry of Industry on the basis of being an industrial company that complies with the policies on sustainability, resource control, climate change mitigation and pollution prevention on the mutual aim of contributing to the environment and society both inside and outside of the enterprise.



## UFI

Kingsmen C.M.T.I. Plc. has been chosen by UFI (The Global Association of the Exhibition Industry) to be 1 of the 6 selected companies worldwide for the “Best sustainable exhibiting” and to receiving Sustainable Development Award 2018, notably being the only company from Asia in this business field.

### The 2018 UFI Sustainable Development Award



The “Best sustainable exhibiting” theme was chosen in 2018 in order to recognise exhibiting companies that are implementing strong sustainability components in their exhibition booths and related operations.

The jury awarded six companies as “Best practices in Sustainable Exhibiting”:

- **Design and Display** (South Africa) for capturing the essence of sustainability using a creative artwork approach.
- **Eko Events and Terrena** (France) for bringing a highly skilled approach to eco-design exhibiting.
- **Kingsmen CMTI** (Thailand) for delivering comprehensive support to the operational aspects of sustainable exhibiting.
- **Business and Design** (South Africa) for its Ximbi product, a remarkable material that can be used for several types of booths.
- **Scan Display** (South Africa) for demonstrating strong social and environmental awareness at the “Sustainability Village, 2017 Meetings Africa”.
- **UBM plc** (UK) as a global exhibition organiser, for its general policy towards sustainable exhibiting.

Five additional entries were also selected as examples for “Best practices in the field of sustainability” in the first round of the competition: **ADNOC** (UAE), **BPZ Brno** (Czech republic), **IEEMA** (Spain), **La Rural, Piedad Ferial de Buenos Aires** (Argentina), **SANDUZ - The Venetian** and **The Palazzo Congress Center and Sands Expo and Convention Center** (USA).

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**kingsmen**

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A communication design and production group.

21 offices across Asia Pacific, the Middle East and America

Retail & Corporate Interiors • Exhibitions & Events • Thematic & Museums • Alternative Marketing • Architecture & Engineering

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