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Media release

Living Worlds: An Animal Planet Experience – The world's first travelling wildlife and exploration exhibition

Singapore, 15 November 2019 – Explore the world's inaugural travelling wildlife and exploration exhibition *Living Worlds: An Animal Experience*, coming first to Singapore from 16 November 2019 to 22 March 2020.

Created and produced by Kingsmen and made in collaboration with Discovery Inc. and Science Centre Singapore, this exhibition is the first-of-its-kind for the Animal Planet brand and is the perfect blend of smart meets fun offering a rare peek into the animal world in a fun and engaging way – through bespoke interactive multimedia and never-before-seen footage that unravel the wonders of wildlife and beauty of nature.

Beyond a showcase of the natural world, this exhibition explores the interdependent relationships between animals and the environments they inhabit, and aims to foster environmental consciousness by highlighting how human activity impacts nature.

Young and old can look forward to an excitingly unique experience featuring various immersive zones that will captivate everyone with striking storytelling in interesting bite-sized content whilst leveraging the latest technology for interactives as well as fun tactile play elements.

The 1,000 sqm exhibition spans across various immersive zones:

Into the Wild

Be ushered into the wild with a warm welcome from your favorite Animal Planet personalities - Bindi Irwin, Dave Salmoni and Forest Galente through an introductory projection show. Then be wowed by Animal Planet curated footage selection that will set the stage for the rest of the journey.

Living Worlds

Enter three distinct Living Worlds – Tropical Rain Forest, Coral Reef and Sea Ice – brought to life with Animal Planet’s videography, digital and tactile interactives, environmental projections, soundscapes and more.

- Tropical Rain Forest: Traverse a special tree-top walk that will culminate in a surprising view to explore the rich biodiversity hidden within rain forests.
- Coral Reef: Dive into the mysteries of the deep blue brought to life through an underwater corridor brought to life by large format projection. Guests will learn about the intricate coral ecosystem and how they interplay with deep-sea creatures.
- Sea Ice: Explore a starkly beautiful wonderland, get frosty in the dynamic environment of the sea ice biological community and discover the role they play in regulating oceanic salinity. Additionally, guests will learn about polar bears’ amazing ability to adapt to the cold and more about the effects of global warming in the Arctic.

Reel X Real

Step behind the curtain to experience the life of Animal Planet videographers and crew and uncover personal stories, tools of the trade, encounters with real-life animals, and the thrill of capturing that magical moment on film.

Living Worlds: An Animal Experience opens from 16 November 2019 to 22 March 2020 at the Singapore Science Centre. Tickets are priced at \$23 (for adult) and \$18 (for child) and are available for purchase from SISTIC. Find out more about this exhibition at <https://www.facebook.com/AnimalPlanetLivingWorlds/>, <https://www.discoverydestinations.com/livingworlds>

- End on Exhibition -

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Mr. Anthony Chong, Group Managing Director of Kingsmen Exhibits, said “The first of its kind in the world, Living Worlds: An Animal Planet Experience brings you on a unique journey alongside animals and the environments they live in. Tapping on our core expertise in telling stories and captivating audiences, we marry bespoke multimedia interactives with rarely-seen footage to narrate stories of the natural world, spurring curiosity for all ages and bringing viewers up-close and personal. The realisation of this concept has been made possible through the partnership with the team from Discovery and Science Centre. We are delighted to be able to introduce the Living Worlds: An Animal Planet Experience as the world’s first traveling wildlife and exploration exhibition, and we intend to continue our drive in the creation of uniquely memorable experiences for a global audience.”

“*Living Worlds: An Animal Planet Experience* brings Animal Planet to life, allowing visitors to experience the joy and wonder of the animal kingdom through hands on experiences and learning opportunities,” said Christine Wacker, Vice President of Location Based Entertainment at Discovery, Inc. “This experience will delight and educate consumers, while highlighting the natural beauty and indigenous species of Singapore, which is key to Discovery’s overall mission of powering people’s passions across the world.”

“We are pleased to collaborate with Discovery and Kingsmen to enhance the educational experience this exhibition brings. Partnering with leaders in their respective fields helps create a compelling immersive journey that takes guests from land to sea, celebrating wildlife in its natural world. Biology is the science of life and Living Worlds has been curated to ignite curiosity using nature as a tool to educate about the diversity of our planet and our relationship with nature,” said Associate Professor Lim Tit Meng, Chief Executive of Science Centre Singapore.

As the Official Projection Partner for the exhibition, Panasonic is pleased to showcase its state-of-the-art dome projection technology through this exhibition. The first single lens dome projection in Singapore and Southeast Asia – to reduce the extent of technical challenges associated with setting up multiple projects to provide a seamless end user experience. Requiring only one projector and one lens, Panasonic’s fisheye lens technology combined with the high-quality 4K resolution projector overcomes challenges in the positioning and installation of projectors in the viewing space, and effectively brings down logistics costs while optimising set-up time for the travelling exhibition. Visitors can also enjoy being fully immersed in the exhibition experience without worrying about blocking projection rays and shadows.

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About Kingsmen Creatives Ltd.

Listed on the Mainboard of the Singapore Exchange, Kingsmen is a leading communication design and production group. Established in 1976, the Group has a network of 21 offices and full service facilities serving global clients in Exhibitions & Thematic, Retail & Corporate Interiors, Research & Design, and Alternative Marketing.

Kingsmen's seamless end-to-end solutions, through its vertically and horizontally integrated service offerings, coupled with its network of offices and partners, provide clients the benefits of flexibility, speed and value. Building on its design-led, quality and service-driven culture, the Group has established a reputation and visible brand that is synonymous with creative and innovative solutions.

The Group serves a long-standing base of clients from diverse industries including well-known names such as Chanel, DBS, Gucci, Hong Kong & Shanghai Disneyland, LVMH Group, Ralph Lauren, Resorts World Sentosa, Robinsons Group, Singapore GP, TAG Heuer, Tax Free World Association, Tiffany & Co., Universal Studios and Wing Tai Asia.

For more information, please visit: <http://www.kingsmen-int.com/>.

About Discovery

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and nearly 50 languages, Discovery is a platform innovator, reaching

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viewers on all screens, including TV Everywhere products such as the GO portfolio of apps; direct-to-consumer streaming services such as Eurosport Player and MotorTrend OnDemand; digital-first and social content from Group Nine Media; a landmark natural history and factual content partnership with the BBC; and a strategic alliance with PGA TOUR to create the international home of golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit <https://corporate.discovery.com/> and follow @DiscoveryIncTV across social platforms.

About Animal Planet

Animal Planet, one of Discovery, Inc.'s great global brands, is dedicated to creating high-quality content with global appeal, delivering on its mission to keep the childhood joy and wonder of animals alive by bringing people up close in every way. Available to 360 million homes in more than 205 countries and territories, Animal Planet combines content that explores the undeniable bonds forged between animals and humans, optimized across all screens around the world. In the U.S., Animal Planet audiences can enjoy their favorite programming anytime, anywhere through the Animal Planet Go app, which features live and on-demand access. For more information, please visit animalplanet.com.

About Singapore Science Centre

Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events. A custodian of creativity and innovation, Science Centre Singapore has captured the evolution of scientific developments for nearly four decades.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science, technology, engineering and mathematics. Since 1997, the Centre has welcomed over 30 million visitors and inspired them with more than 1,000 exhibits spread across 14 exhibition galleries and outdoor exhibition spaces.

The Centre's group of attractions include Omni-Theatre, Snow City and KidsSTOP™. The Omni-Theatre is an immersive dual-technology edutainment destination fitted with Southeast Asia's

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largest seamless dome screen and featuring the latest and brightest 8k digital fulldome system in the world. Snow City is Singapore's only permanent indoor snow centre offering an Arctic inspired experience at Singapore's first ice gallery and snow chamber. KidsSTOP™ - Where every child gets to Imagine, Experience, Discover and Dream - is Singapore's first children's science centre offering an enriching experience through purposeful play for children aged 18 months to 8 years old. For more information, please visit www.science.edu.sg.

About Panasonic System Solutions Asia Pacific

Based in Singapore, Panasonic System Solutions Asia Pacific is the B2B solutions division of Panasonic Asia Pacific Pte Ltd, the South-East Asia subsidiary of Panasonic Corporation. Panasonic System Solutions Asia Pacific delivers B2B solutions for government and commercial enterprises of all sizes that cover unified business communications, mobile computing, security and surveillance, retail point-of-sale, visual communications (projectors, professional displays, digital signage) and imaging network solutions (broadcast and professional video)

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