



Press Release (For Immediate Release)

**Blazing a trail with the first-ever 12,000-square-foot overseas flagship outlet
Singapore's leading and award-winning indoor kid's playground Kiztopia is
opening at New Town Plaza, Shatin**

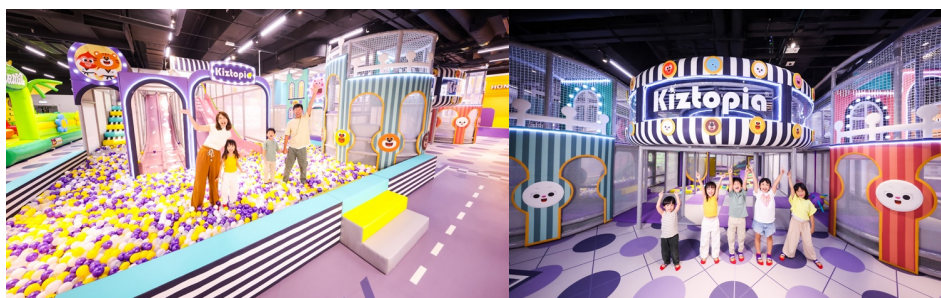
15 edutainment play zones designed to elevate children's eight areas of holistic development

Mega-size climbing area with thrilling four-metre-high slide

Occupational Experience Zones helmed by 8 original cartoon characters

600+-square-foot Bouncy Castle for crazy new adventures

**Single Admission ticket, 10x Admission Pass, or Annual Pass - available on Kiztopia HK website
and Klook online platform**



(28th September 2022, Hong Kong) Weekends are especially precious for children – a chance to either learn or play. Soon, children in Hong Kong will be able to do both in one go at **Kiztopia**, Singapore's leading mega-indoor kids' edutainment centre, also winner of the 2021 Outstanding Attraction Experience, granted by Singapore Tourism Board. Kiztopia will be making its much anticipated entrance to Hong Kong with the opening of its first-ever overseas flagship outlet in **New Town Plaza Play Park**. Spanning over 12,000 square feet, this massive indoor playground features 15 play areas, including a centre-of-attention giant play area that consists of 8 slides - with the highest at four-metre-high (approximately two storeys high), and various challenging play concepts such as the meteor swing, climbing wall, rope bridge, trampoline and more. Other play areas include Occupational Experience Zones – where children can engage in fun activities and learn about the different professions and industries, a 600+-square-foot Bouncy Castle that challenge children's physical strength, and many more. Designed to provide an all-encompassing environment to elevate and develop children holistically, this unique space offers families a one-stop experience to "Play, Learn, Eat and Bond"!

Be the first in town to experience the magic of Kiztopia's first overseas flagship outlet! Head over to Kiztopia HK website and Klook online platform to enjoy three attractive ticket offers: Single Admission Ticket, 10x Admission Pass and Annual Pass!

15 major play zones to elevate children's eight areas of holistic development
Endless fun includes giant four-metre-high slide and unique Occupational Experience Zones

In three short years, Kiztopia has become Singapore's most well-known brand for family entertainment and bonding. Its secret to success lies in its ethos of "Play to Learn, Learn through Play", where children get to fully immerse in an environment of fun and meaningful play. The new flagship outlet coming to New Town Plaza Play Park shares the same vision, with eight wildly popular original cartoon characters to excite and inspire kids, including **Bell** the Bear Chef, **Tiger** the Energetic Sportsman, **Happy** the Hippo Dancer, **Eli** the Elephant Engineer, **Raby** the Rabbit Teacher, **Mark** the Monkey Scientist, **Honey** the Sweet Bee Singer, and **Drago** the Passionate Journalist. These characters will guide kids on their journey through the 15 major play zones. Besides providing



stimulation for the senses, the play areas are also designed to incorporate the eight intelligences such as Word Smart, Music Smart, Logic Smart and Picture Smart. This aids in the holistic development of children and fundamentally redefines the experience of a children's indoor playground!

Key Highlight

Mojo Zone (Recommended age: 4 – 12 years old)



Set to capture the hearts of children, this showstopper zone is the most impressive area on site. Comprising of three major play zones, this play area also features a massive climbing wall - one of the biggest children's climbing facility in Hong Kong:

- (1) **Mojo Zone:**
With eight slides including the highest of which is four metres tall (approximately two storeys high), the Mojo Zone is for the bold and fearless ones! Prepare for shouts of joy as children go on an exhilarating ride through the slides!
- (2) **Ninja Warrior Zone:**
Bring out your inner ninja and embrace the challenging obstacles, such as meteor swing, rope bridge, vertical wheel, revolving turnstile, tree-log swing, and more. Not only do these play concepts improve physical ability, they also stimulate logical thinking and demand perseverance to get through each obstacle – helping to train children's independence and bravery in facing adversity.
- (3) **Mark's Trampoline Zone: (Recommended weight: 40kg or below)**
Follow Mark the Monkey Scientist to experience zero-gravity fun on a trampoline! Children get to express themselves through their jumps, while putting their agility and sense of space to the test!

Kiztopia®



Original Cartoon Characters' Occupational Experience Zones

Raby's Mart



The perfect supermarket for role-play, where little ones can boost their social skills and basic maths concepts with Raby the Rabbit Teacher! Children can pretend to be little shoppers leisurely strolling through aisles of well-stocked shelves filled with groceries, or cashiers at the check-out counters!

Honey's Sandpit



Let your toddler's imagination run wild at Honey's Sandpit, where they can dig, play, build their own sandcastles or even roll around on the sand, be it rain or shine! Great for training fine motor skills and coordination abilities!

Bell's Cuisine



Cook up a storm with Bell the Bear Chef and acquire basic food knowledge and communication skills for a successful collaboration! From stoves to bread makers and even ingredients, Bell's Cuisine has everything your little chefs need!

**Happy's Studio
(HK outlet exclusive)**



Are you a fan of make-up and styling? Happy's Studio is where you should be! Together with Happy the Hippo Dancer, get to play dress up in the latest beauty trends, explore your inner beauty and build your confidence!

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Eli's Station
(HK outlet exclusive)



Eli the Elephant is an Engineer who loves car racing! Filled with maintenance tools and car parts, children can learn from the best and be the next greatest car engineer of all time!

Mark's Block
(HK outlet exclusive)



Mark the Monkey is a scientist who adores innovations. Children can take their imagination and creativity to the next level, as they join him in constructing new inventions with these building blocks!

A set for the Body and Brain

Drago's Castle
(Recommended age: 3 – 12 years old)



Show off your best pose as you jump in this 600+-square foot bouncy castle, and have a candid shot captured by Drago the Dragon Journalist! Also learn how to skillfully use each part of your body to achieve coordination and balance as you brave through a variety of fruity obstacles!

Brick Wall



Let the children's imagination and creativity run wild with this 6-metre-long Brick Wall! Little ones get to build whatever they want, however they want, and through the process they also learn to focus and be patient!

Sharing Joy with Little Ones

Raby's Corner
(Recommended age: 6 years old or below)



Too small or too young for the Mojo Zone? No worries, Raby's corner is every toddler's favourite play area! Specially designed for younger children to have fun and safe play, this play area has a mini climbing wall, slide and even hopscotch! In addition to hours of delightful fun, little ones also get to build their gross motor and coordination skills!

Amazing Events Area

Hero Square



Watch a show, catch our mascots, or participate in special educational activities here at Hero Square! Tiger and Raby may also make surprise appearances anytime to greet fans! Don't miss out!

Star Lite



Craving a private party with friends? Don't stress over the details! In this themed and decorated room, let our team design a fabulous and unforgettable birthday bash for you and your child! We can also arrange magic shows, balloon sculpting session, face painting and many more amazing activities. Our original cartoon characters will also make a surprise appearance to take group photos with the children, creating even more happy memories!

Rest and Recharge

Family Photo Area



Eight 3D original cartoon characters are waiting in the woods, ready to take a photo with you:

- (1) **Bell** the Bear Chef, **Raby** the Rabbit Teacher and **Tiger** the Energetic Sportsman all welcome you in the entrance of the Family Photo Area;
- (2) **Honey** the Sweet Bee Singer invites you to hop on a swing in the woods;
- (3) **Raby** the Rabbit Teacher and **Tiger** the Energetic Sportsman play hide and seek in between cactuses and a cowboy-inspired Wild-West wooden box;
- (4) **Mark** the Monkey scientist leads all characters to pick up the phone and bring you back to the “now”;
- (5) Hurry up & come for the group photo, all eight animals are striking a pose and waiting for you to join them!

Bell's Café



Feeling exhausted? Rest and recharge at Bell's Cafe with specially designed drinks and hearty snacks before heading back for more play!

Warm-up Area



Warm up and prepare for your fun-filled at our Reception Area! Don't forget to also check out our Gift Shop showcasing Kiztopia merchandise from four main collections: Toys and Games, Learning Equipment, Accessories and Gift Combos. Some of the most anticipated launches are the eight Kiztopia original IP cartoon character toys (@HK\$168), Kiztopia creative art kit (68 colours in total, @HK\$128) and more. Don't miss out!

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Single Admission, 10x Admission Pass, or Annual Passes - all available on Kiztopia HK website and Klook online platform

Kiztopia Singapore's learn-through-play experience will be vastly different from the usual indoor playground scene in Hong Kong, where a magical new experience awaits for parents and children alike! To celebrate the opening of this first overseas flagship outlet, Kiztopia is exclusively partnering with world-renowned travel booking platform Klook to launch ticket sales. From now onwards, tickets will be available for purchase on both Kiztopia HK website and Klook online platform. Leveraging on Klook's extensive user network and both parties' 360-degree marketing channels, a wide range of Hong Kong parents and overseas visitors will be able to experience Kiztopia first-hand by grabbing tickets online. Pricing of tickets as below:

| Ticket categories | Entrance duration | Pricing |
|---|--|-----------|
| 【Single Entry】 | | |
| Monday to Thursday (Non-Public Holidays) | 1 hour [#] | HK\$158 |
| | 2 hours [#] | HK\$228 |
| | 1 extra adult (18 or above) / Youth (12-17 years old)* | HK\$108 |
| | | |
| Friday to Sunday and Public Holidays | 1 hour [#] | HK\$208 |
| | 2 hours [#] | HK\$298 |
| | 1 extra adult (18 or above) / Youth (12-17 years old)* | HK\$148 |
| | | |
| * Prices for 1-hour and 2-hour entrance durations remain the same. # Each entry allows 1 child (below 12) accompanied by 1 adult (18 or above) for free. | | |
| 【10-entries Ticket Package】 | | |
| Monday to Thursday (Non-Public Holidays) | 1 hour | HK\$1,338 |
| | 2 hours | HK\$1,958 |
| Friday to Sunday and Public Holidays | 1 hour | HK\$1,888 |
| | 2 hours | HK\$2,688 |
| 【Annual Pass】 | | |
| Monday to Thursday (Non-Public Holidays) | 1 session per day (2 hours) | HK\$2,888 |
| Any day | 1 session per day (2 hours) | HK\$3,888 |

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About Kiztopia's Hong Kong first ever flagship outlet

Address: LB08-09, PLAY PARK, New Town Plaza Phase I
 Operating hours: 10am – 10pm
 Enquiries hotline: 2891 2037/ 2891 2038/ 6675 4384 (Whatsapp)
 Website: <http://www.kiztopia.com.hk/>
 Facebook: <https://www.facebook.com/kiztopiahk>
 Instagram: <https://www.instagram.com/kiztopiahk>

About Kiztopia

Founded in 2019 with its flagship outlet at Marina Square, Kiztopia is Singapore's mega-indoor kids' edutainment playground that won the Best Attraction Experience prize at the Singapore Tourism Awards in 2021. Incorporating its 8 unique IP registered characters into its play areas, the play haven offers a holistic range of customised programmes and activities for children, and provides an all-encompassing environment for children to "Play to Learn, Learn through Play". Following its success, Kiztopia expanded with two more outlets under its sub-brand Kiztopia Club and ventured into the offsite family entertainment event space with Jumptopia. This year, Kiztopia has also up its game by collaborating with 5-star hotel Pan Pacific to create a new family staycation experience using Kiztopia characters, as well as successfully hosted the Tri-Factor Kids Run. From its outlets to the various events, each of them is specially designed and curated to support the holistic development of children. For more information, please visit www.kiztopia.com



About Klook

Klook is the leading travel and leisure e-commerce platform for experiences and services anytime, anywhere. We curate the most joyful experiences so that users can satisfy their relentless curiosity for adventure and experiences at home and around the world. With our website and app, users can experience a world of joy, from attractions, tours to local transportation and stays. Founded in 2014, we are here to inspire and enable more moments of joy through over 490,000 activities in over 1,000 destinations.

This press release is issued by Dynamic Duo PR (DDPR) on behalf of Kiztopia.

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