



PRESS RELEASE

For Immediate Release

Playtime Gets a Boost at Kiztopia with Tower Capital Asia's Investment

Singapore-founded children's' edutainment brand, Kiztopia, is set to further expand its local and regional reach with its first private equity investment, reinforcing confidence in its high-energy, hands-on approach to family bonding and active play experiences across Asia



Singapore, 30 October 2024 – Kiztopia, Singapore's leading homegrown brand in championing active and meaningful play in the children's edutainment sector, celebrates an unprecedented step forward with the signing of the definitive agreement for a majority investment to be made from Ectivate Pte Ltd (Ectivate), an investment platform owned by Tower Capital PE Fund I, LP, a fund managed by Singapore-based private equity firm Tower Capital Asia (TCA).

Upon completion, the transaction marks the firm's first-ever investment in a children's playground brand in the region. This milestone affirms TCA's confidence in Kiztopia's *"Play To Learn, Learn Through Play"* mission to keep children engaged in playing, learning, exploring and developing their faculties through screen-free, immersive play experiences.

With this investment, Kiztopia is well-poised to further expand its footprint beyond Southeast Asia, targeting new markets including Japan, Taiwan and Vietnam. The brand plans to introduce its innovative approach to family edutainment in these regions, enriching the lives of more children and families while adapting its offerings to meet diverse needs.

Founded in 2019, Kiztopia has quickly established a robust footprint with 15 Family Entertainment Centers (FECs) across five key Asian markets, namely Singapore, Hong Kong, Malaysia, Indonesia, and Thailand. In Singapore, Kiztopia's eight outlets strategically span almost every corner of the island, making active play easily accessible to families everywhere.

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Kiztopia™

Kiztopia recently opened *Kiztopia Prestige River Valley* at New Bahru, Singapore, a premium sub-brand dedicated to holistic child development. This new outlet combines immersive role-play rooms, soft play areas, and curated classes tailored for toddlers and preschoolers, extending the brand's vision to create meaningful play experiences that inspire growth and encourage learning.

This year alone, Kiztopia welcomed over **2 million visitors**, including 1 million in Singapore, to its indoor playgrounds and offsite events across the five markets, as solidifying its position the go-to destination for families who prioritise active play over screen time.



Beyond its popular play outlets, Kiztopia's unique, character-driven Intellectual Property (IP) also sets it apart, creating a world where children can engage with beloved mascots through play zones, toys, and branded merchandise. Highlighting its roots in Singapore, Kiztopia's beloved characters are brought to life in designs featuring iconic local backdrops, further underscoring its commitment as a homegrown brand.

As Kiztopia embarks on this exciting journey, Founder and CEO of Kiztopia, Heidi Tian, shared, "This partnership with TCA marks a new chapter for Kiztopia. Since our conception in 2019, we have been dedicated to creating imaginative, safe and engaging environments for children. We are now positioned to expand our footprint, refine core operating models and foster synergistic collaborations to accelerate business growth within Singapore and the region. We look forward to developing our IP content and bringing Kiztopia's enriching and immersive experiences to new markets and families."

Kiztopia's commitment to enriching family play aligns with the trend of parents seeking active, off-screen activities that promote physical and social engagement. With Ectivate's backing, Kiztopia will continue to grow its IP, introducing innovative toys, apparel, and merchandise that inspire active play and strengthen family bonds. Notably, Kiztopia has also recently partnered with an international luggage brand, American Tourister, to offer exclusive travel accessories designed to inspire families to explore and bond through adventures beyond the playground.

Danny Chan, Co-Founder and Chief Financial Officer of Kiztopia added, "This milestone investment marks a pivotal moment for us, not just financially but also in terms of our strategic growth plans. We are excited about the opportunities that lie ahead as we continue to expand our presence and bring our vision of enriching play experiences to new markets in the region."



Following completion of the transaction, Ectivate will become the largest shareholder in Kiztopia. TCA will work closely with Kiztopia’s management to further the homegrown brand’s expansion plans through operational optimisation, innovation in the family ‘edutainment’ space and IP development – encompassing licensing, merchandising and content creation. Existing shareholders will retain a minority stake, following the investment by Ectivate, affirming their belief in Kiztopia’s ongoing growth and impact.

Danny Koh, Founder and CEO of Tower Capital Asia, commenting on the deal, said, “We are delighted to welcome Kiztopia into TCA’s family of portfolio companies. This proprietary deal aligns with our strategy of backing high-potential, storied businesses in South-east Asia poised for regional success. Kiztopia’s innovative approach to family ‘edutainment’ and its clear growth trajectory make this a much-anticipated partnership. We look forward to supporting Kiztopia as it forges ahead into its exciting future.”

True to the spirit of the company, Kiztopia is not just building playgrounds; it is shaping the future of holistic child development and quality family bonding in Asia.

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Stay tuned to Kiztopia’s social media and online platforms:

Website: www.kiztopia.com

Instagram: [@kiztopiasg](https://www.instagram.com/kiztopiasg)

Facebook: www.facebook.com/kiztopiasg

Official Hashtag: #KiztopiaSG

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About Kiztopia

Kiztopia is a premier family “edutainment” brand with mega FECs, offsite events and IP content licensing across Southeast Asia and the region. Since the launch of its first outlet in Singapore in 2019, Kiztopia has expanded to 15 outlets across Singapore, Hong Kong, Thailand, Indonesia and Malaysia. It offers immersive play environments that combine entertainment with education, providing young children with creative spaces designed to promote learning, social interaction and development. For more information, please visit www.kiztopia.com.



About Tower Capital Asia

Established in 2016, Tower Capital Asia is a mid-market private equity firm based in Singapore. Backed by global expertise and anchored in Asian values, the Firm has led investments in the privatisation and/or buyout of Southeast Asian businesses – such as AXS, Boardroom, Eu Yan Sang and I Can Read – in close partnership with business sponsors. As of 30 June 2024, the Firm manages institutional funds totalling more than US\$500 million. For more information, please visit www.towercapitalasia.com.