

## PRESS RELEASE

### JUMBO OPENS A FOURTH KOK KEE WONTON NOODLE STALL IN SINGAPORE



Newly opened Kok Kee Wonton Noodle stall at Ang Mo Kio Heartland

- **Fourth stall opens in Ang Mo Kio heartland, closely following our first heartland establishment in Toa Payoh HDB Hub on 7 June**
- **Continual demonstration of strategy to pivot towards concepts which are part of Singaporean's daily life**

**Singapore, 13 October 2021** – JUMBO Group Limited (“JUMBO” or the “Company” and, together with its subsidiaries, the “Group”), one of Singapore’s leading multi-dining concept food and beverage (“F&B”) establishments, is pleased to announce the opening of its newest Kok Kee stall in Singapore, bringing the brand’s network to four in less than a year.

This new Kok Kee Wonton Noodle stall is located at 630 Ang Mo Kio Avenue 4, Singapore 560630, a quick 5 minutes walk from Yio Chu Kang MRT. This expansion to the North-East district of the island is a continual demonstration of the Group’s strategic plan to bring day-to-day concepts to more accessible locations for Singaporeans.

Kok Kee was acquired by the Group in December 2020. Known for its springy noodles in special lard-based sauce, soup dumplings and crispy wontons, the flagship store at Foch Road continues to draw

hundreds of supporters daily. Standardisation of processes and centralising production of certain products at the Central Kitchen have facilitated the Group in extending the operating hours at the flagship store, and the opening of three new outlets within five months of one another, with consistent food quality maintained across all outlets.

## About JUMBO Group Limited

JUMBO is one of Singapore's leading multi-dining concept F&B establishments. It has a portfolio of 7 F&B brands - JUMBO Seafood, HACK IT, NG AH SIO Bak Kut Teh, Zui Teochew Cuisine, Chao Ting Pao Fan, Kok Kee Wonton Noodle and XINYAO Hainanese Chicken Rice, operates 3 Tsui Wah Hong Kong-style "Cha Chuan Teng" outlets as a franchisee in Singapore and co-own the Singapore Seafood Republic brand which has three outlets, operated under the franchise model in Japan.

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has 37 F&B outlets (including those of its associated companies and those under licensing arrangements) in 12 cities in Asia – Singapore, Shanghai, Beijing, Xi'an, Fuzhou, Taipei, Taoyuan, Seoul, Ho Chi Minh, Bangkok, Tokyo and Osaka.

In June 2021, JUMBO launched a new lifestyle brand, Love, Afafe and expanded the range of products under it to include packaged sauces and spice mixes for its signature dishes, tea and merchandise that are representative of Singapore authentic flavours and food culture.

JUMBO also has a catering arm and a Central Kitchen in Singapore, which helps to maintain stringent quality standards and the consistency in the taste of its signature dishes, increase productivity and lower costs. JUMBO's Research and Development Kitchen facilitates the creation of new dishes and improvement of food preparation processes.

It has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered under its F&B brands.

Some of JUMBO's more recent awards and accolades include *the Best Taste of Singapore Award by Singapore Tatler in 2020 and 2021, Food Choice Awards 2020 by Klook and Diners' Choice 2020 – Restaurant of the Year (Runner-up). JUMBO Seafood outlet at Riverside Point received the Diner's Choice 2021 – Singapore River Signatures awards, while JUMBO Seafood outlet at The Riverwalk was recommended as a "Must-Try Restaurant 2019" by Meituan-Dianping (美团点评) and has secured the Superbrands Award (Singapore's Choice) in the same year. The Tasty Singapore Brand Ambassadors 2020/2021 award was another significant accolade for JUMBO Seafood and Ng Ah Sio Bak Kut Teh. JUMBO's signature Chilli Crab was also highlighted by Lifestyle Asia as one of the best in Singapore in 2020. Separately, well-known Straits Times food critic, Wong Ah Yoke recommended JUMBO Seafood retail sambal sauce as one of the Top 5 sambal sauces fit for a queen. Packaged sauces and spice mixes of JUMBO Seafood and Ng Ah Sio Bak Kut Teh signature dishes are also awarded the "Made With Passion" mark in November 2020 – under a national initiative that celebrates local brands who bring to life the Singapore spirit of turning possibilities into reality.*

For more information, please visit [www.jumbogroup.sg](http://www.jumbogroup.sg).

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### Important Notice

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*This press release has not been examined or approved by the SGX-ST. The SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.*

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