

## NEWS RELEASE

### JUMBO OPENS FIFTH JUMBO SEAFOOD OUTLET IN THE PRC

- *Located at the luxury L'Avenue Mall, Hongqiao in Shanghai*
- *Group now has four restaurants in Shanghai and one in Beijing*
- *Revenue contribution from the PRC set to continue its uptrend since Group's listing in 2015*



*Caption: Main dining hall of JUMBO Seafood at L'Avenue Mall, Hongqiao*

**Singapore, 28 November 2017** – 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, today announced the opening of its fifth JUMBO Seafood outlet in the People’s Republic of China (the “PRC”). This is the Group’s fourth JUMBO Seafood outlet in Shanghai. The new outlet is located in downtown Shanghai at the luxury L’Avenue Mall in Hongqiao.

JUMBO's first three outlets in Shanghai are located at IAPM Mall (Xuhui District), Raffles City (Huangpu District) and the Shanghai International Finance Centre. Outside of Shanghai, the Group also opened its first JUMBO Seafood outlet in Beijing at the high-end iconic Beijing SKP mall in July 2017. The Group's outlets are all centrally located in prominent shopping or financial districts within the cities.

The L'Avenue Mall in Hongqiao is a haven for luxury retail goods and merchandise, and is located below an office tower. This allows JUMBO to capture a wider mix of affluent clientele that includes the financial and business communities.

Occupying a total floor space of approximately 820 square metres, the L'Avenue outlet has a seating capacity of 212 with seven private rooms.

**Mr. Ang Kiam Meng, Group CEO and Executive Director of JUMBO**, commented, "We are highly encouraged by the continued success we have in growing the JUMBO Seafood brand in the PRC market. This has allowed us to steadily expand our presence in the market with the opening of five outlets in a relatively short span of four years since our maiden entry in 2013."

Revenue contribution from the Group's operations in the PRC has been on an uptrend since its listing in 2015. It now contributes approximately 17.5% of revenue or \$25.4 million for FY2017, compared to 8.5% or \$10.5 million for FY2015.

"The PRC remains a key market for JUMBO's overseas expansion. We believe the Chinese F&B scene holds opportunities given the country's rising affluence and growing sophistication of its middle-class who are widely exposed to and receptive of new culinary offerings. Taking a calibrated approach to expansion, we see potential for opening more JUMBO Seafood outlets in the PRC in the coming years," Mr. Ang said.

## About JUMBO Group Limited

JUMBO is one of Singapore's leading multi-dining concept F&B establishments.

The Group's network of F&B outlets (including those of its associated companies and those under licensing arrangements) spans Singapore, the PRC, Japan and Vietnam. JUMBO also provides catering services for customers in Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has a total of 15 F&B outlets in Singapore and 5 F&B outlets in the PRC, under 5 restaurant brands – *JUMBO Seafood*, *JPOT*, *NG AH SIO Bak Kut Teh*, *Chui Huay Lim Teochew Cuisine* and *J Café*. It also manages 1 *Singapore Seafood Republic* outlet. The Group's first franchised JUMBO Seafood restaurant opened in Ho Chi Minh City, Vietnam in May 2017.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes 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.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group's F&B brands.

Some of the Group's more recent awards and accolades include the *Excellent Service Award (2016)*, *SIAS 17<sup>th</sup> Investors' Choice Awards – Winner of Most Transparent Company Award for New Issues (2016)*, *Singapore Business Awards – The Enterprise Award (2016)*, *Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016)*, *People Excellence Award (2015)*, *HRM Awards – SME Employer of the Year (2015)*, *Influential Brands Award – Top Brand for Seafood Category (2015)*, *Singapore SME 1000 Company (2015)*, *Singapore Prestige Brand Award – Established Brand Category (2012)* and *Heritage Category (2012)*, and the *Enterprise 50 Award (2<sup>nd</sup> place in 2015)*.

JUMBO Seafood was also featured amongst the “Top 50 most iconic places in Singapore to visit” list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

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

---

ISSUED ON BEHALF OF	:	JUMBO Group Limited
BY	:	Citigate Dewe Rogerson Singapore Pte Ltd 55 Market Street #02-01 Singapore 048941
CONTACT	:	Mr. Winston Choo / Ms. Melissa Chia at telephone
DURING OFFICE HOURS	:	6534-5122
EMAIL	:	<a href="mailto:winston.choo@citigatedewerogerson.com">winston.choo@citigatedewerogerson.com</a> / <a href="mailto:melissa.chia@citigatedewerogerson.com">melissa.chia@citigatedewerogerson.com</a>

---

28 November 2017

## Important Notice

*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, United Overseas Bank Limited (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this press release.*

*This press release has not been examined or approved by the SGX-ST and 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.*

*The contact person for the Sponsor is Mr. Chia Beng Kwan, Senior Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, telephone: +65 6533 9898.*