

NEWS RELEASE

JUMBO CONTINUES TO STRENGTHEN ITS PRESENCE IN ASIA WITH NG AH SIO BAK KUT TEH'S MAIDEN FORAY INTO TAIWAN

- *Strategically located in the Shin Kong Mitsukoshi (Xin Yi) Mall, nestled within an upscale commercial district and in close proximity to Taipei 101*
- *Franchise partner Ho Sing has committed to open at least 20 NG AH SIO Bak Kut Teh outlets in Taiwan*

Singapore, 26 July 2018 – 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 first NG AH SIO Bak Kut Teh franchise outlet in Taipei City, Taiwan (“**NG AH SIO Taipei**”). Previously, the Group had established franchises for JUMBO Seafood in Vietnam, Taiwan and Thailand in 2016, 2017 and 2018 respectively. The opening of NG AH SIO Taipei carries the distinction of being the Group’s first franchise of the NG AH SIO Bak Kut Teh brand, and its first outlet outside of Singapore.

Steeped in a rich history of 63 years, NG AH SIO Bak Kut Teh is one of Singapore’s pioneer Bak Kut Teh brands. Following the successful introduction of the JUMBO Seafood brand in Taiwan by franchisee Ho Sing Food Co., Ltd. (和興餐飲股份有限公司) (“**Ho Sing**”) in December 2017, Ho Sing continues to bring one of Singapore’s culinary heritage favourites to Taiwan. Under the franchise agreement entered into on 12 July 2018, Ho Sing has committed to open at least 20 NG AH SIO Bak Kut Teh outlets in Taiwan.

NG AH SIO Bak Kut Teh currently has four outlets in Singapore which are located at Rangoon Road, Chui Huay Lim Club, The Shoppes at Marina Bay Sands, and Resorts World Sentosa. NG AH SIO Taipei, being the first outlet outside of Singapore, is located within the Shin Kong Mitsukoshi (Xin Yi) Mall which comprises of four uniquely different department store plazas connected by covered sky bridges. Shin Kong Mitsukoshi (Xin Yi) Mall is strategically located in the upscale commercial district near Taipei 101, a tourist landmark, which will allow the Group to leverage its prime location to tap into the huge volume of traffic flow in the area.

The first NG AH SIO Bak Kut Teh outlet in Taipei will occupy a total floor space of 1,400 square feet, with a seating capacity of 86 seats – 56 seats (indoor) and 30 seats (outdoor).

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO, commented, “The introduction of NG AH SIO Bak Kut Teh to Taiwan marks a key milestone for the Group and is testament to the Group’s growing presence in the Asian consumer market. We are excited to bring one of the most-loved Singaporean heritage dishes to Taiwan, and aim to leverage the potential demand for Singapore’s cuisine in the Taiwanese consumer market, together with our franchise partner.”

Looking ahead, the Group will continue to capitalise on its strong brand equity to extend its geographical reach to new market segments, and explore suitable opportunities to diversify and grow its business offerings.

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, Taiwan 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 13 F&B outlets in Singapore and 6 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 operates 1 Tsui Wah Hong Kong-style "Cha Chaan Teng" in Singapore as a franchisee and manages 1 *Singapore Seafood Republic* outlet. Through franchising to third parties, it has 1 Jumbo Seafood outlet each in Taiwan and Vietnam, and recently opened its first NG AH SIO Bak Kut Teh outlet in Taiwan.

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 17th 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 (2nd 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.

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