

NEWS RELEASE

JUMBO EXTENDS FRANCHISE FOOTPRINT IN ASIA WITH OPENING OF JUMBO SEAFOOD RESTAURANT IN TAICHUNG CITY

- *Opening of the restaurant marks the Group's third franchised JUMBO Seafood outlet in Asia, with more outlets in the pipeline*
- *Franchise partner, Ho Sing, had already opened a JUMBO Seafood restaurant, as well as the Group's first overseas NG AH SIO Bak Kut Teh outlet, in Taipei City*



JUMBO Seafood restaurant – Taichung City outlet

Singapore, 27 September 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 the JUMBO Seafood restaurant in Taichung City. This marks the second franchised JUMBO Seafood restaurant with partner Ho Sing Food Co., Ltd. (和興餐飲股份有限公司, “Ho Sing”).

Together with Ho Sing, the Group had successfully introduced JUMBO Seafood in Taipei City in December 2017, and had also recently opened the Group's first overseas NG AH SIO Bak Kut Teh outlet in Taipei City in July this year.

JUMBO continues to leverage on its strong brand equity to expand its network of franchised outlets overseas. The JUMBO Seafood restaurant in Taichung City is the Group's third franchised JUMBO Seafood outlet, with restaurants in Fuzhou and Bangkok set to follow by the end of 2018.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO, commented, "Since our maiden entry into the People's Republic of China in 2013, JUMBO has built a strong presence in Asia over the years, bolstered by our partnerships with local F&B operators who not only have a wealth of experience in their home markets, but who also share our passion and vision of bonding people through food. The opening of JUMBO Seafood in Taichung City is a step in the right direction as we gear up to grow our regional presence in the years ahead."

The JUMBO Seafood restaurant in Taichung City is located at Shin Kong Mitsukoshi Taichung Zhonggang. Shin Kong Mitsukoshi is considered one of the premier and most popular department stores in Taichung City. The restaurant in Taichung City will occupy a total floor space of approximately 7,100 square feet, with seating capacity of 204 seats.

Looking ahead, JUMBO will continue to actively explore suitable opportunities to expand its network of F&B outlets and business through the opening of new outlets, joint ventures and strategic alliances with partners who can strengthen its market position and add value to its existing business.

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 cities like Singapore, Shanghai, Beijing, Xi'an, Taipei City, Taichung City, Ho Chi Minh City, Tokyo and Osaka. 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 12 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 Taipei City, Taichung City and Ho Chi Minh City, and recently opened its first NG AH SIO Bak Kut Teh outlet in Taipei City.

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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