

NEWS RELEASE

JUMBO GROWS FRANCHISE NETWORK WITH OPENING OF FIRST FRANCHISED JUMBO SEAFOOD RESTAURANT IN BANGKOK

- *This marks the opening of JUMBO's fifth franchised JUMBO Seafood restaurant since 2017*
- *Closely follows the opening of franchised JUMBO Seafood restaurants in Fuzhou and Taichung*



The first franchised JUMBO Seafood restaurant in Bangkok is located at ICONSIAM

Singapore, 9 November 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, is pleased to announce the grand opening of its first franchised JUMBO Seafood restaurant in Bangkok, Thailand.

This is the Group's fifth JUMBO Seafood franchised restaurant. The Group has 4 other franchised JUMBO Seafood outlets in the cities of Fuzhou, Ho Chi Minh, Taipei and Taichung. This latest restaurant opening brings the total number of JUMBO Seafood restaurants across Asia to 16.

JUMBO's wholly-owned subsidiary, Jumbo Group of Restaurants Pte. Ltd., had on 29 June 2018, entered into a franchise agreement with C J Seafood Co., Ltd for the latter to establish and operate a JUMBO Seafood restaurant in Bangkok, Thailand. The agreement has an initial term of 10 years and may be renewed for a further 10 years, subject to certain conditions.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO, commented, "We are truly excited with the opening of JUMBO Seafood Bangkok as it marks our first foray into the Thai capital. The opening of this restaurant comes on the back of the recent opening of our franchised restaurants in Taichung and Fuzhou. Having a presence in Bangkok allows us to bring our signature Singapore heritage cuisine to yet another Asian destination."

The restaurant is strategically located at ICONSIAM, a new mega-development located on riverside property which includes 2 glamorous retail and entertainment complexes with a combined area of 525,000 square metres (approximately 5.7 million square feet), and 2 world-class waterfront residential condominium buildings.

The JUMBO Seafood Bangkok restaurant occupies a total floor area of approximately 9,500 square feet. The total seating capacity of the restaurant is 256; 220 seats and 36 seats for indoor and outdoor dining, respectively. The indoor seating capacity includes 3 VIP rooms, each with seating capacity ranging from 10 to 12 persons.

Looking ahead, JUMBO will continue to actively explore opportunities to grow its portfolio of brands. Plans are underway for the Group to open 2 new JUMBO Seafood restaurants, 1 Teochew cuisine restaurant and 2 more Tsui Wah Hong Kong-styled Cha Chaan Teng outlets in Singapore in the next 12 months.

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, Fuzhou, Taipei, Taichung, Ho Chi Minh, Bangkok, 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 7 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 Bangkok, Fuzhou, Taipei, Taichung and Ho Chi Minh, and recently opened its first NG AH SIO Bak Kut Teh outlet in Taipei.

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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