

NEWS RELEASE

JUMBO FURTHER EXPANDS FOOTPRINT IN SINGAPORE

- *Opens JUMBO Seafood outlet at Jewel Changi Airport*
- *Launches two new dining concepts offering Teochew cuisine at Far East Square*



JUMBO Seafood opens new outlet at Jewel Changi Airport

Singapore, 11 April 2019 – 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, as part of its expansion in Singapore, has opened a new JUMBO Seafood outlet at Jewel Changi Airport, as well as launched two new dining concepts – Zui Yu Xuan Teochew Cuisine 醉宇轩经典潮膳 and Chao Ting 潮亭 at Far East Square, today.

Solidifying JUMBO's position as a home-grown seafood specialist

The opening of the JUMBO Seafood outlet at Jewel Changi Airport comes on the back of the successful opening of the JUMBO Seafood outlet at ION Orchard. With six JUMBO Seafood outlets in Singapore, the Group now has a footprint of 17 JUMBO Seafood outlets across nine cities in Asia.

The newly-opened Jewel Changi Airport is a mixed-used development offering retail, dining, a hotel and other facilities that support Changi Airport's operations, and is aligned to boost the airport's appeal as a stopover destination for travellers.

The JUMBO Seafood outlet at Jewel Changi Airport occupies a total floor space of over 4,000 square feet, with a seating capacity of approximately 108 seats, which includes 2 VIP rooms –the largest of these rooms can accommodate up to 12 guests.

The Jewel Changi Airport outlet features exclusive dishes, and also offers food portions suitable for smaller groups and individual travellers who are passing through the airport.

Mr. Ang Kiam Meng, Group CEO and Executive Director of JUMBO, commented, "We are excited to open a new JUMBO Seafood outlet at Jewel Changi Airport. One of Singapore's iconic national dishes is the chili crab, and as a home-grown seafood and crab specialist, we are proud to be able to serve this heritage dish to both Singaporeans and overseas visitors passing through the airport."

Serving up authentic Teochew cuisine

The Group has also launched two new dining concepts that celebrates Teochew culinary heritage. Zui Yu Xuan Teochew Cuisine and Chao Ting opened their doors at Far East Square today.

Together with with the existing Chui Huay Lim Teochew Cuisine restaurant, the Group now operates three outlets that are focused on offering authentic Teochew cuisine.



New dining concept Zui Yu Xuan Teochew Cuisine located at Far East Square

Zui Yu Xuan Teochew Cuisine is located in a two-storey heritage building gazetted as one of Singapore's historic sites by the National Heritage Board. The outlet occupies a total floor space of over 9,000 square feet, with a seating capacity of approximately 148 seats, which includes six private rooms, four of which can be combined. The private rooms, which are fully equipped with KTV suite facilities, have seating capacities ranging from 6 guests to 24 guests.

Chao Ting is a fast-casual dining concept specialising in Teochew 'Pao Fan', and is located just next to Zui Yu Xuan Teochew Cuisine. It offers takeaway or dine-in options at a sheltered seating area.

“With Zui Yu Xuan Teochew Cuisine and Chao Ting, we are excited to continue being able to play a role in promoting the Teochew heritage and culture through authentic Teochew cuisine and delicacies. Located within the business and financial district, these establishments are poised to be Teochew culinary destinations for working professionals in the area. Additionally, the private rooms at Zui Yu Xuan Teochew Cuisine provides a conducive environment for executives and businessmen to conduct business and networking sessions,” **Mr. Ang** elaborated.



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 14 F&B outlets in Singapore and 6 F&B outlets in the PRC, under 6 restaurant brands – *JUMBO Seafood, JPOT, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine, Zui Yu Xuan Teochew Cuisine and Chao Ting*. It also operates 1 Tsui Wah Hong Kong-style "Cha Chuan 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 1 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 (2018)*, *5S Excellence Award by Restaurant Association of Singapore (2018)*, *Asia Enterprise BRAND Awards – Special Award – Gastronomy Excellence Brand Award 2018/2019*, *Diners' Choice – Best Seafood Platinum Winner 2018*, *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 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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