

## NEWS RELEASE

### **JUMBO OPENS FIRST NG AH SIO BAK KUT TEH AND XINYAO HAINANESE CHICKEN RICE OUTLETS IN SHANGHAI**

- ***Marks the Group's first NG AH SIO Bak Kut Teh in the People's Republic of China***
- ***XINYAO Hainanese Chicken Rice is the Group's latest addition to its portfolio of brands***
- ***Both outlets are located at Shanghai One ITC***

**Singapore, 15 December 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, today announced the opening of its first NG AH SIO Bak Kut Teh (黄亚细肉骨茶) (“**NASBKT**”) and XINYAO Hainanese Chicken Rice (新肴海南鸡饭) (“**XINYAO**”) outlets in the People’s Republic of China (“**PRC**”).

The opening of the Group’s maiden NG AH SIO Bak Kut Teh outlet in Shanghai comes after riding on a wave of success, with JUMBO’s opening of four NASBKT outlets in Taiwan in the span of 15 months. Together with its outlets in Singapore and Taiwan, the opening of the Shanghai outlet brings the total number of NASBKT outlets in the region to nine.



*JUMBO's first NG AH SIO Bak Kut Teh outlet in the PRC, opens at Shanghai One ITC*

Additionally, the Group added another F&B brand name to its portfolio with the launch of XINYAO Hainanese Chicken Rice. Some recommended dishes on the menu include its boneless Hainanese boiled and roast chicken, as well as set meals for one and two persons.

The NASBKT and XINYAO outlets are both located at the Shanghai One ITC (“**International Trade Centre**”) and are wholly-owned and managed by the Group.

Shanghai One ITC is a mixed-use development in the Xujiahui (徐家汇) commercial hub in Puxi (浦西). It is currently one of the largest sites in Shanghai's city centre, combining four plots of land with an aggregate development area of 700,000 sqm. To be completed in phases, Shanghai One ITC will have grade-A offices, a premium retail mall and a luxury hotel, all with direct access to the Xujiahui metro station where five different lines converge.



*XINYAO to introduce Singapore's iconic Hainanese chicken rice dishes*

The NASBKT and XINYAO outlets have a combined seating capacity of 110 persons -- with NASBKT offering a seating area of up to 68 persons, while XINYAO can seat up to 42 persons. Both outlets will occupy approximately 2,800 sq ft.

**Mr. Ang Kiam Meng (黄建铭), Executive Director and Group CEO**, remarked, "Our NG AH SIO Bak Kut Teh brand has been highly successful in Singapore and Taiwan. Naturally, introducing NG AH SIO Bak Kut Teh to China would have been our next move. On top of that, we have also decided to introduce Singapore's iconic Hainanese chicken rice to the Chinese market with our very own XINYAO Hainanese Chicken Rice brand. Both these outlets are strategically located within a new landmark building in Shanghai, and enjoy access to both office workers and shoppers alike. We certainly look forward to a warm reception for these Singapore heritage foods by both locals and tourists."



## About JUMBO Group Limited

JUMBO is one of Singapore's leading multi-dining concept F&B establishments. It has a portfolio of 6 restaurant brands - *JUMBO Seafood, JUMBO Kitchen, NG AH SIO Bak Kut Teh, Zui Teochew Cuisine, Chao Ting and XINYAO Hainanese Chicken Rice.*

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has 38 F&B outlets (including those of its associated companies and those under licensing arrangements) in 15 cities in Asia. It has presence in Singapore, Shanghai, Beijing, Xi'an, Fuzhou, Taipei, Taichung, Hsinchu, Taoyuan, Seoul, Ilsan, 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.

It has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the taste 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.

It has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered under its F&B brands.

Some of JUMBO's more recent awards and accolades include the *International Franchisor of the Year, Franchisor of the Year, Promising Franchisor of the Year and Customer Service Excellence at the Franchising & Licensing Awards (2019); the Excellent Service Award (2019), 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 the SG50 celebrations.

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

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ISSUED ON BEHALF OF :	JUMBO Group Limited
BY :	Citigate Dewe Rogerson Singapore Pte Ltd 105 Cecil Street #09-01, The Octagon Singapore 069534
CONTACT :	Mr. Winston Choo / Ms. Melissa Sim
DURING OFFICE HOURS :	6534-5122
EMAIL :	<a href="mailto:winston.choo@citigatedewerogerson.com">winston.choo@citigatedewerogerson.com</a> / <a href="mailto:melissa.sim@citigatedewerogerson.com">melissa.sim@citigatedewerogerson.com</a>

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*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.*

