

PRESS RELEASE

JUMBO EXTENDS FRANCHISE FOOTPRINT IN FUZHOU WITH OPENING OF SECOND JUMBO SEAFOOD RESTAURANT IN RONG QIAO THE BUND, FUZHOU

- *JUMBO opens its thirteenth overseas JUMBO Seafood restaurant, steadily building up its Asian network since it embarked on regional expansion in 2013*
- *This second JUMBO Seafood outlet in Fuzhou also marks the Group's seventh JUMBO Seafood restaurant in the PRC*



The franchised JUMBO Seafood restaurant in Fuzhou is located at Rong Qiao The Bund

Singapore, 31 December 2020 – 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 second franchised JUMBO Seafood restaurant in Fuzhou, the People’s Republic of China (“PRC”). This brings the total number of JUMBO Seafood restaurants across Asia to 19.

Through its franchise partner, Xiang Xie F&B Management (Fujian) Co., Ltd (福州市享蟹餐饮有限公司), the opening of the JUMBO Seafood restaurant in Fuzhou marks the Group’s seventh JUMBO Seafood restaurant in the PRC. The Group now has four other franchised JUMBO Seafood outlets in the cities of Ho Chi Minh, Bangkok, Seoul and Ilsan, in addition to its one other franchised outlet in Fuzhou.

The restaurant is strategically located at Rong Qiao The Bund with a panoramic view of the Minjiang River in Fuzhou. The elegant dining space dressed in muted tones of beige with chic oriental accents that adorn the space complete a look that is classic yet sleek. Occupying an area of 495 square meters, the total capacity of the restaurant is 118 seats, and has six private rooms which can accommodate 10 to 12 seats each. The space is ideal for gatherings with family, friends, banquets and business events.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO, commented, “We are excited to open a second outlet in Fuzhou, which comes barely two years after we first set foot in this

beautiful city. This is a testament that our Singapore heritage dishes, such as our JUMBO Award-winning Chilli Crab and JUMBO Signature Black Pepper Crab are well-received by the locals.

We are passionate about bringing the Singapore food culture and authentic local flavours to the region and beyond, and will continue to look out for opportunities to further expand our footprint so that more food connoisseurs around the world can enjoy the rich flavours of Singapore.”

This addition to the JUMBO network comes shortly after JUMBO’s announcement of the strategic acquisition of Kok Kee Wanton Noodles Pte. Ltd. in Singapore, a familiar and popular hawker name among many Singaporeans, and the launch of its first virtual brand, HACK IT. This series of strategic moves are part of the Group’s planned and paced response to deepen its presence in existing markets and widen its range of offerings to its customers.



About JUMBO Group Limited

JUMBO is one of Singapore’s leading multi-dining concept F&B establishments. It has a portfolio of 7 F&B brands - JUMBO Seafood, HACK IT, NG AH SIO Bak Kut Teh, Zui Teochew Cuisine, Chao Ting Pao Fan, Kok Kee Wonton Noodle 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 Best Taste of Singapore Award 2020 presented to JUMBO Seafood by Singapore Tatler, the Franchising and Licensing Awards (FLA Awards) 2019 – International Franchisor of the Year, Franchisor of the Year and Customer Service Excellence for JUMBO Seafood, Promising Franchisor of the Year and Customer Service Excellence for NG AH SIO Bak Kut Teh, Excellent Service Award (since 2008), 5S Excellence Award by Restaurant Association of Singapore 2018, Asia Enterprise BRAND Awards 2018 – Gastronomy Excellence BRAND Award, TripAdvisor Certificate of Excellence 2017, Diners’ Choice 2018 – Best Seafood Platinum Winner, SIAS 17th Investors’ Choice Awards 2016 – Winner of Most Transparent Company Award for New Issues, the Singapore Business Awards 2016 – The Enterprise Award and Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016). 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.

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Important Notice

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This press release has not been examined or approved by the SGX-ST. The SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

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