

JIMBO 食 GROUP

6th ANNUAL GENERAL MEETING

29 JANUARY 2021



JIMBO 食 GROUP

CORPORATE PRESENTATION



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JUMBO GROUP LIMITED CORPORATE PRESENTATION

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**LOOKING
AHEAD**



OUTLOOK

Expects long-drawn COVID-19 impact until vaccine is widely-available globally

Outlook:

- Operating environment remains challenging
- Sporadic outbreaks around the world continue to be reported
- Potential intermittent lockdowns, re-tightening of measures and rising unemployment will continue to have a negative impact in terms of lower footfall at restaurants and weaker sales revenue
- We do not expect our revenue from this Chinese New Year period to be as strong as last year

Proactive strategies to ride through the storm:

- Intensify cost-management efforts & improve efficiency:
 - Optimising manpower base and rationalising staff costs and other overheads
 - Maintain close dialogue with landlords to manage rental expenses
 - Accelerate digitalisation efforts
- Actively monitoring our balance sheet strength to ensure healthy liquidity position for current operations and growth plans



OVERSEAS EXPANSION

- Upcoming new project in the PRC
- Further expansion of franchise network, for existing and new franchisees



NEW PRODUCTS

- Relentlessly innovating to create new tastes, new dishes and new experiences to attract our customers with the novelty factor
- Notable display of our commitment to innovate:
 - Creatively putting an Asian spin on the high tea tradition by presenting mouth-watering dim sum paired with bubbly champagne at JUMBO Seafood ION Orchard, which offers a panoramic cityscape view of Orchard Road while dining
 - Collaborating with the former chef from the Taiwanese presidential kitchen, Chef Huang Jin Biao, to roll out exclusive new dishes at our Zui Teochew Cuisine outlets



NEW BRANDS, NEW CONCEPTS

HACK IT – the Group's first virtual brand

- Targets a local community who is young at heart and adventurous
- Objectives:
 - Delivers affordable quality food to customers' doorstep
 - Utilise excess capacity at current facilities, expand customer base and revenue at minimal incremental cost

MORE TO COME IN 2021...

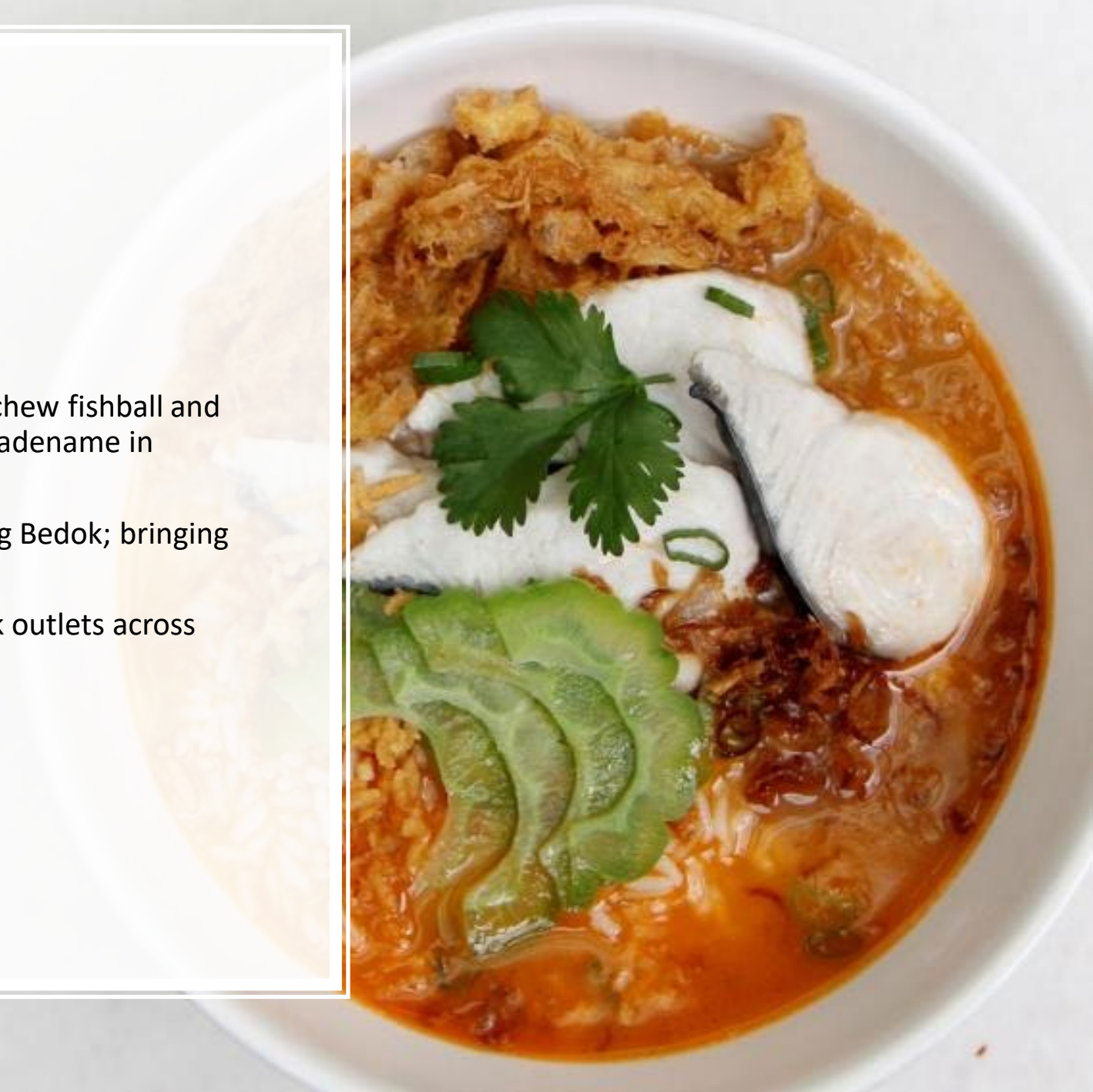


ADVOCATING THE DAILY HAWKER FARE

- First acquisition post listing – Kok Kee Wanton Noodle
- Rationale:
 - To advocate authentic local flavours
 - Deepen our presence in the local F&B scene by venturing into the day-to-day local comfort food segment
 - Diversify our income streams, away from our current dominant concepts (i.e. full-service dine-in), to fast turnover dine-in and takeaway concepts
- Plans:
 - Scale up via standardisation of workflows, achieving economies of scale and consistency in quality through Central Kitchen production
 - Leverage on our track record in franchising to expand Kok Kee's network locally and overseas

MOVING INTO THE HEARTLANDS

- Joint Venture with The Art of Mee Pok to operate Teochew fishball and minced meat noodles under the “Lau Lim Mee Pok” tradename in Singapore
- Set up our second Chao Ting Pao Fan outlet at Simpang Bedok; bringing this popular pao fan to the eastern side of Singapore
- To open more Chao Ting Pao Fan and Lau Lim Mee Pok outlets across Singapore





BRING ME HOME

- To cater to trend of home-cooking and allow our customers to re-create the same restaurant tastes in the comfort of their homes
- Expanded our channels of distribution of retail packs both online and offline
 - Listed on online marketplaces (e.g. Qoo10, Shopee, etc) and JUMBO's e-shop
 - Entered departmental stores and hyper-marts (e.g. TANGS, Eccellente, etc)
 - Collaborated with business partners to sell our retail packs together with fresh raw ingredients



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THANK YOU

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The contact persons for the Sponsor are Mr. David Tham, Senior Director, Equity Capital Markets and Ms. Priscilla Ong, Vice President, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, telephone: +65 6533 9898.