

## PRESS RELEASE

### JUMBO REBRANDS ITS RETAIL PORTFOLIO ARM: UNVEILS LOVE, AFARE WITH NEW PRODUCT LINES AND A FRESH SLEEK LOOK

*Love, Afare allows fans to 'Relish' JUMBO Group's iconic tastes, 'Recreate' experiences, and 'Relive' moments*



Love, Afare brand logo – reflecting the key elements of the brand's notion (*left*) and full range of Love, Afare's retail packs in its refreshed look (*right*)

**Singapore, 14 June 2021** – 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 delighted to announce the launch of Love, Afare, 爱，食，录, its newly rebranded retail arm.

Year after year, friends and families spend quality time together at JUMBO Group of Restaurants, bonding over signature Singapore flavours. The hustle and bustle of Singapore’s city life has made these intimate moments of dining in, creating snapshots of memories and strengthening relationships over good meals a coveted mission of ours. Touched by fans’ fervent requests and enthusiasm on wanting to bring the Group’s iconic tastes home, Love, Afare was created and passionately made and curated for all who Love life, Love food, Love to share.

Literally meaning “passionate about a spread of food”, the launch of Love, Afare, marks the culmination of the Group’s efforts to revamp its retail portfolio, offering authentic local flavours and Singapore culture in a “bring-home” format, to allow one to relish signature flavours from the Group’s restaurants, recreate the same experiences, and relive the fond memories forged at JUMBO. Comprising premix pastes and condiments, the highly popular retail packs now boast a modern and minimalist packaging. JUMBO has also added merchandise to its product line. Customers can also look forward to its third product line, Snacks and Tea, which is in the pipeline. All items, made with passion, to ignite an affair of the heart with fans of the best authentic taste and mementos representing Singapore.

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### ***Relish, Recreate, Relive***

To fully encapsulate the experience of Love, Afare, the logo features illustrated elements of a warm bowl of freshly prepared food, cutlery, camera, and a heart. The combination of these elements represent ideals of 爱, 食, 录 or loving, savouring, and sharing all things delicious, an epitome of the quintessential dining experience of today.

The heart represents the love, affection and passion towards the finer things in life, an illustration of how fans relish every moment at JUMBO Group of Restaurants, over delicious food and the best company while basking in the unique Singapore dining culture.

The bowl and cutlery represent the epitome of all the signature dishes and flavours specially created by JUMBO for discerning food lovers. It also depicts how JUMBO translates the flavours and dining experience into different range of “bring-home” products such as its sauces and condiments, the lifestyle collection as well as snacks in the near future, to recreate the best authentic tastes and memorable time enjoyed at the restaurants.

The camera represents the capturing of treasured moments and sharing them with family and friends of their fond memories interacting with JUMBO, recording stories through their lens, converting the beautiful memories into lovely pictures to relive the precious moments.

### ***Love, Afare’s products***

Love, Afare’s range of premix pastes and condiments takes the laborious work out of cooking. These secret ingredients will enliven customers’ homecooked meals. They include the Singapore Chilli Crab Paste, Singapore Black Pepper Crab Spice, Singapore Cereal Premix and Singapore Teochew Style Bak Kut Teh Spice, amongst others. Love, Afare’s Singapore-inspired merchandise will also allow one to flaunt their love for our Little Red Dot. Love, Afare souvenirs are perfect gifts for all who are madly enamoured with the Singapore lifestyle or to be sent to friends overseas so they can enjoy a taste of the Singapore experience wherever they are. Love, Afare’s products are available for sale at JUMBO’s restaurants or online at [www.loveafare.com.sg](http://www.loveafare.com.sg).

**Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO**, commented, “I am very excited to introduce Love, Afare to all who share our passion for authentic local flavours and Singapore food culture, and the notion of spreading it far and wide. Love, Afare is created for a special community, one who Love life, Love food, Love to share. Our products are curated with an aim of achieving the 3Rs - ‘Relish’ the Group’s iconic tastes, ‘Recreate’ JUMBO experiences, and ‘Relive’ treasured moments. Love, Afare expands the Group’s reach beyond the brick and mortar restaurant setting, allowing a wider audience, both local and international, to experience and enjoy JUMBO’s creations. The brand, with its vibrant colours and youthful tone, is a reflection of our enthusiasm to bring our retail portfolio to greater heights, and we look forward to extending our product range to continuously win the hearts of our fans.”

## 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 37 F&B outlets (including those of its associated companies and those under licensing arrangements) in 14 cities in Asia. It has presence in Singapore, Shanghai, Beijing, Xi’an, Fuzhou, Taipei, Taichung, Hsinchu, Taoyuan, Seoul, 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](http://www.jumbogroup.sg).

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