

PRESS RELEASE

JUMBO SEAFOOD OPENS A SECOND FRANCHISED OUTLET IN HO CHI MINH CITY, VIETNAM



Left: 2nd JUMBO Seafood outlet at 172 Nguyen Dinh Chieu, Vo Thi Sau Ward, District 3, Ho Chi Minh City
Right: Interior of the restaurant, with a total seating capacity of 297

- **Second outlet in Vietnam and largest JUMBO Seafood restaurant outside of Singapore, with a total seating capacity of 297, spanning across an overall floor space of 21,065 square feet**
- **Symbolic move to signal the restarting of JUMBO's expansion plan in Vietnam, which was halted due to the COVID-19 pandemic**

Singapore, 10 March 2022 – 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 that its second franchised JUMBO Seafood outlet has officially commenced operations on 3 March 2022, at 172 Nguyen Dinh Chieu, Vo Thi Sau Ward, District 3, Ho Chi Minh City, the largest city in Vietnam.

Located in the heart of District 3, surrounded by residential properties and offices, this outlet is the largest JUMBO Seafood restaurant outside of Singapore. Occupying a standalone building with 3 levels and an overall floor space of 21,065 square feet, the restaurant offers 9 VIP rooms with distinctive backdrops of the old Singapore and a total seating capacity of 297.

In close collaboration with our franchise partner, NOVA F&B Joint Stock Company, JUMBO set foot in Vietnam in mid-2017, via our maiden franchised outlet in Ho Chi Minh City. After close to 5 years, the Group is excited to restart the expansion of its presence in Vietnam with this new second outlet, and has plans in the pipeline to establish a couple more outlets within the next two years.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director, said, “COVID-19 has been disruptive to our business plans around the region in the past two years. We are heartened to see the resilience of our franchise partner, and the support from our regional fans, which are reflected through the successful opening of our second outlet in Vietnam.

We believe in the potential of the regional markets, such as Vietnam, which are backed by a sizeable consumer base who appreciates quality Singapore seafood cuisine. We are actively exploring further growth opportunities with existing and new franchise partners to expand our regional presence.”

About JUMBO Group Limited

JUMBO is one of Singapore’s leading multi-dining concept F&B establishments. It has a portfolio of 9 F&B brands – JUMBO Signatures, JUMBO Seafood, HACK IT, Slake, NG AH SIO Bak Kut Teh, Zui Teochew Cuisine, Chao Ting Pao Fan, Kok Kee Wonton Noodle and XINYAO Hainanese Chicken Rice, operates 4 Tsui Wah Hong Kong-style “Cha Chaan Teng” outlets as a franchisee in Singapore and co-owns the Singapore Seafood Republic brand which has 3 outlets, operated under the franchise model in Japan.

Fulfilling its philosophy of “Bonding People Through Food”, JUMBO has 41 F&B outlets (including those of its associated companies and those under licensing arrangements) in 10 cities in Asia – Singapore, Shanghai, Beijing, Xi’an, Fuzhou, Taipei, Ho Chi Minh, Bangkok, Tokyo and Osaka.

In June 2021, JUMBO launched a new lifestyle brand, Love, Afare and expanded the range of products under it to include packaged sauces and spice mixes for its signature dishes, snacks, tea and merchandise that are representative of Singapore’s authentic flavours and food culture.

JUMBO also has a catering arm and a Central Kitchen in Singapore, which helps 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 by Singapore Tatler in 2020 and 2021, Food Choice Awards 2020 by Klook and Diners’ Choice 2020 – Restaurant of the Year (Runner-up). JUMBO Seafood outlet at Riverside Point received the Diner’s Choice 2021 – Singapore River Signatures awards, while JUMBO Seafood outlet at The Riverwalk was recommended as a “Must-Try Restaurant 2019” by Meituan-Dianping (美团点评) and has secured the Superbrands Award (Singapore’s Choice) in the same year. The Tasty Singapore Brand Ambassadors 2020/2021 award was another significant accolade for JUMBO Seafood and Ng Ah Sio Bak Kut Teh. JUMBO’s signature Chilli Crab was also highlighted by Lifestyle Asia as one of the best in Singapore in 2020. Separately, well-known Straits Times food critic, Wong Ah Yoke recommended JUMBO Seafood retail sambal sauce as one of the Top 5 sambal sauces fit for a queen. Packaged sauces and spice mixes of JUMBO Seafood and Ng Ah Sio Bak Kut Teh signature dishes are also awarded the “Made With Passion” mark in November 2020 – under a national initiative that celebrates local brands who bring to life the Singapore spirit of turning possibilities into reality.*

For more information, please visit www.jumbogroup.sg.

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*This press release has been prepared by JUMBO Group Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) and has been reviewed by the Company’s sponsor, United Overseas Bank Limited (the “**Sponsor**”), for compliance with Rules 226(2)(b) and 753(2) of the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) Listing Manual Section B: Rules of Catalyst.*

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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