

PRESS RELEASE

JUMBO GROUP OPENS NEW FRANCHISED JUMBO SEAFOOD OUTLET IN XIAMEN, PRC AND LAU LIM MEE POK OUTLET IN ANG MO KIO, SINGAPORE

- *First franchised JUMBO Seafood outlet in Xiamen, PRC with a total seating capacity of 150, across an overall floor space of 1,034 square metres*
- *First Lau Lim Mee Pok outlet set up in Ang Mo Kio*



Newly opened JUMBO Seafood restaurant in JFC Pinshang Center, Siming District, Xiamen, PRC

Singapore, 1 July 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 the official opening of a new franchised JUMBO Seafood outlet in Xiamen, People’s Republic of China (“PRC”) on 1 July 2022, at the JFC Pinshang Center, Siming District.

This is the first JUMBO Seafood restaurant to open in Xiamen with our franchise partner, 厦门蟹物荟餐饮有限公司. Situated in the JFC Pinshang Center, a high-end business and residential area, the new JUMBO Seafood outlet has an overall floor space of 1,034 square metres, 7 VIP rooms and a total seating capacity of 150. Inclusive of this new outlet in the JFC Pinshang Center, the Group now has a total of 8 JUMBO Seafood restaurants in the PRC.



Newly opened Lau Lim Mee Pok in Ang Mo Kio

In addition, our first Lau Lim Mee Pok outlet was opened on 29 June 2022 at 632 Ang Mo Kio Ave 4 #01-948 Food City in Ang Mo Kio, Singapore, under JLL F&B Services Pte. Ltd., our 60%-owned joint venture company with The Art of Mee Pok Pte. Ltd. Operating under the “老林” trademark, this outlet will sell its popular Teochew fishball and minced meat noodles.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director, said, “The successful opening of an eighth JUMBO Seafood restaurant in the PRC less than two months after the opening of a third JUMBO Seafood restaurant in Vietnam reflects the strength and resilience of the JUMBO Seafood brand in Asia. The successful opening of our first Lau Lim Mee Pok stall reinforces our on-going strategy to expand and diversify our brands and concepts. Lau Lim Mee Pok is an addition to our hawker food brand portfolio which includes our popular Kok Kee Wonton Noodle, which now has 8 outlets in Singapore. This is part of JUMBO’s efforts to preserve and promote our Singapore heritage dishes and bring us closer to the daily lives of Singaporeans. These new concepts would create new income streams for our Group.”

About JUMBO Group Limited

JUMBO is one of Singapore’s leading multi-dining concept F&B establishments. It has a portfolio of 8 F&B brands – JUMBO Signatures, 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, 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, operating under the franchise model in Japan.

Fulfilling its philosophy of “Bonding People Through Food”, JUMBO has 43 F&B outlets (including those of its associated companies and those under licensing arrangements) in 11 cities in Asia – Singapore, Shanghai, Beijing, Xi’an, Fuzhou, Xiamen, Taipei, Ho Chi Minh, Bangkok, Tokyo and Osaka.

In addition, JUMBO’s lifestyle brand, Love, Afare has a range of products comprising of 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.

For investor/analyst queries, please contact:	For media queries, please contact:
Tay Peng Huat Chief Financial Officer ir@jumbogroup.com.sg +65-626 JUMBO (+65-626 58626)	Ringo Chew Marketing Director ringo.chew@jumbogroup.com.sg +65-626 JUMBO (+65-626 58626)

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.

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.