

## PRESS RELEASE

### JUMBO SEAFOOD OPENS FIRST FRANCHISED OUTLET IN PHNOM PENH, CAMBODIA



*Left: JUMBO Seafood outlet at Chip Mong 271 Mega Mall in Phnom Penh  
Right: Interior of the restaurant, with a total seating capacity of 146*

- **First JUMBO Seafood outlet in Cambodia, following the successful opening of a fourth franchised JUMBO Seafood in its neighbouring country, Vietnam, in October 2022**
- **Total of 22 JUMBO Seafood outlets in 12 cities in Asia**

**Singapore, 22 December 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 first franchised JUMBO Seafood outlet in Phnom Penh, the capital of Cambodia, on 22 December 2022.

This first JUMBO Seafood outlet in Phnom Penh is located at the newly opened Chip Mong 271 Mega Mall. Situated in the Yothapol Khemarak Phoumin Boulevard, the Chip Mong 271 Mega Mall is one of the largest shopping malls in the country housing top-quality local and international brands, offering a wide range of F&B, retail and entertainment services. The JUMBO Seafood outlet has an overall floor space of approximately 6,200 square feet, 4 VIP rooms and a total seating capacity of 146.

The Cambodia franchisee of this first JUMBO Seafood outlet is Chip Mong Retail Co., Ltd (“**Chip Mong Retail**”). Chip Mong Retail is a business unit of Chip Mong, a Cambodian conglomerate that has a wide range of businesses that include consumer products, property development and banking.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director, said, “The Group is excited with the entry of JUMBO Seafood into Cambodia and pleased to have Chip Mong as our Cambodia franchisee. This shows that the JUMBO Seafood brand remains strong and resilience despite the COVID-19 pandemic. Even though we now have 22 JUMBO Seafood outlets in 12 cities in Asia, we will continue to work towards increasing the JUMBO Seafood footprint and bringing the Singapore chilli crab experience to more cities.”

## About JUMBO

JUMBO is one of Singapore's leading multi-dining concept F&B establishments. It has a portfolio of 10 F&B brands – JUMBO Signatures, JUMBO Seafood, JUMBO Kitchen, HACK IT, NG AH SIO Bak Kut Teh, Zui Teochew Cuisine, Chao Ting Pao Fan, Kok Kee Wonton Noodle, Sui Yi Gastrobar 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. It also has a joint venture which operates a “Lau Lim Mee Pok” stall in Singapore.

Fulfilling its philosophy of “Bonding People Through Food”, JUMBO has 46 F&B outlets (including those of its associated companies and those under licensing arrangements) in 14 cities in Asia – Singapore, Shanghai, Beijing, Xi'an, Fuzhou, Xiamen, Seoul, Taipei, Ho Chi Minh, Hanoi, Bangkok, Phnom Penh, Tokyo, and Osaka.

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.

In franchising, JUMBO Seafood won the Franchising and Licensing Awards (FLA Awards) 2022 – International Franchisor of the Year and Franchisor of the Year. NG AH SIO Bak Kut Teh won the Promising Franchisor of the Year and the Innovation Business award.

For more information, please visit [www.jumbogroup.sg](http://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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