



Ketomei Wins Singapore SME 500 Award 2023

Ketomei Pte. Ltd. is an associate company of Alset International Limited

SINGAPORE, 28 August 2023 – Singapore Exchange-listed Alset International Limited (SGX Stock Code: 40V) (“**AI**”, the “**Company**” or together with its subsidiaries, the “**Group**”) is pleased to update our shareholders on the business and developments of Ketomei Pte. Ltd. (“**Ketomei**”), an associate company of the Group.

On 3 August 2023, Ketomei was awarded The Singapore SME 500 Award 2023. This award, presented by the Association of Trade & Commerce (Singapore), recognizes local businesses for business excellence, qualities and capabilities.

This award marks the company's dedication to provide quality, nourishing meals and its role in enhancing overall well-being. Ketomei wishes to express its gratitude to partners, colleagues, and customers for making this achievement possible and takes pride in contributing to Singapore's health-focused community.

Ketomei's recognition underscores its commitment to product innovation, customer service, and its mission of promoting healthier lifestyles through thoughtfully crafted meal plans. The company has rapidly become a preferred choice for health-conscious individuals and those following keto/low-carb diets. Ketomei's journey began with the goal of revolutionizing healthy eating, offering a diverse menu curated by culinary experts and nutritionists to cater to various dietary needs.

Since Ketomei started its operations back in 2020, they have to-date, served ketogenic meals to more than 5,000 customers via an online subscription model. These ketogenic meals follow the principles of the ketogenic diet, which is a high-fat, low-carbohydrate eating plan which could potentially help consumers with their weight loss plans.

Furthermore, Ketomei has introduced an alternative meal plan called "Fit Fresh," tailored for individuals with active lifestyles, boasting a high protein content.

As an internet-based meal subscription enterprise, Ketomei effectively garners subscribers through efficient utilization of digital and social media marketing, all the while avoiding the substantial overhead costs inherent in a traditional retail store. Evidenced by meal subscription renewals, it is clear that the meals are well received by the customers.

Ketomei has set its eyes on expanding its business overseas in countries such as Hong Kong, Indonesia, China and the United States of America by seeking local partners or central kitchen providers who are interested in working with them.

End of Press Release

About Ketomei

Ketomei is a Singapore-based healthy meal preparation company that is passionate about promoting a healthier lifestyle through nutritionally balanced and delicious meals. With a diverse menu catering to various dietary needs, including keto-friendly, gluten-free, and low-carb options, Ketomei strives to make healthy eating convenient and enjoyable for its customers. Committed to excellence and sustainability, Ketomei continues to lead the way in the health food industry.

For more information, please visit: <https://www.ketomei.com/>



About Alset International Limited

Incorporated on 9 September 2009 and listed on the Singapore Exchange in July 2010, Alset International Limited operates as a global enterprise involved in (i) property development and related services; (ii) biomedical and direct sales businesses; (iii) investment activities; and (iv) food and beverage.

For more information, please visit: www.asetinternational.com

This Press Release has been reviewed by the Company's Sponsor, Hong Leong Finance Limited. It has not been examined or approved by the Exchange and the Exchange 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 person for the Sponsor is Ms Vera Leong, Vice President, Hong Leong Finance Limited, at 16 Raffles Quay, #01-05 Hong Leong Building, Singapore 048581, telephone (+65) 6415 9881.