



FJ BENJAMIN SIGNS AGREEMENT WITH LAZADA SINGAPORE FOR OMNICHANNEL SOLUTIONS

- *Lazada Singapore to directly operate FJ Benjamin's LazMall stores and local retailer websites*
- *FJ Benjamin to take charge of product assortment, brand management, pricing, promotions and key parts of logistics*

Singapore, 28 September 2021 – FJ Benjamin Holdings (FJB) said today it has signed an Omnichannel Solutions Agreement with Lazada Singapore in a move that will help FJB integrate its online and offline presence.

Under the terms of the agreement, Lazada will operate FJB's LazMall stores and selected online retail stores, as well as provide a wide range of services including management consultation, brand use, software services, operations assistance, and technical support to its brands.

Lazada has been managing the LazMall stores for FJB brands - Pretty Ballerinas, La Senza and Superdry since August 2021, and will operate the online retail stores for Pretty Ballerinas (<https://www.prettyballerinas.com.sg>) and Superdry (<https://www.superdry.sg>) in October 2021. Additional brands under the FJB portfolio will continue to be added in 2022.

FJB Group Chief Executive Officer Nash Benjamin said: "Since the pandemic lockdown last year, FJB has been accelerating our e-commerce business and will step up the momentum now that we have finalised all commercial terms with Lazada.

We have had several rounds of testing to ensure the system is stable before we sealed our partnership with Lazada and are confident of being able to mutually realise market competitiveness in both the online and offline space."

James Chang, Chief Executive Officer of Lazada Singapore, said: "Our goal of supporting businesses in their online transformation remains one of our key focuses, and we're proud to be FJB's eCommerce partner of choice, not just for managing their LazMall brand stores, but also relying on our expertise in managing the online retail channels for their fashion brands. We do not take this trust placed in us lightly.

Ecommerce is invariably part of the retail mix in the present and future. Our capabilities are not only to help businesses succeed on our platform, but also help them succeed in their digitalisation and we're happy to curate our expertise to suit the business needs of one of Singapore's best known fashion houses."

FJB will invest in advertising to boost sales. The advertisements will appear both within and outside the Lazada platform.

The agreement follows the signing of a Memorandum of Understanding in March this year.

FJB will continue to take charge of all aspects of product assortment, brand management, pricing, promotions as well as key parts of logistics such as inventory and supply chain.

FJB has online stores for many of its brands including Superdry, Guess, La Senza, Casio, Lancel, Rebecca Minkoff, Pretty Ballerinas, Airfree, Petunia Pickle Bottom and Dr Barbara Sturm. Some of these brands are already available on Lazada's premiere shopping platform, LazMall.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com)

With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1995 (Ticker: F10), F J Benjamin has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 158 stores. The Group's international brand portfolio includes fashion, lifestyle, timepiece and health and wellness brands.

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*This press release has been prepared by F J Benjamin Holdings Ltd (the “**Company**”) and its contents have been reviewed by the Company’s sponsor (the “**Sponsor**”), ZICO Capital Pte. Ltd., in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) Listing Manual Section B: Rules of Catalyst.*

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