

PRESS RELEASE

Neo Group hits a record 1,005 events catered in a day

- ***Awarded “Highest Number Of Events Catered By A Company In One Day” and “Largest Events Caterer” by the Singapore Book of Records***
- ***Managed to serve more than 27,000 guests in a day, thanks to its customised information system and efficient production processes***
 - ***Set internal highest record in February 2013 with 7,937 orders***

SINGAPORE – 27 March 2013 – Home-grown **Neo Group Limited** (“Neo Group” or together with its subsidiaries, the “Group”) 梁苑集团有限公司, a leading food catering group in Singapore which owns the “Neo Garden Catering”, “Orange Clove Catering”, “Deli Hub Catering” and “umisushi” brands, has made its way into the Singapore Book of Records (“SBOR”) with two new records.

The Group’s “Neo Garden Catering” brand successfully catered for 1,005 events in a single day, serving more than 27,000 guests— setting a local record for the “Highest Number of Events Catered by A Company In One Day”. The SBOR also certified Neo Group as being the “Largest Events Caterer” based on its sales of S\$27.5 million in 2011.

“We are pleased to set two new milestones in the Singapore Book of Records, which serves as a recognition of our Group’s capability and position in the catering industry. What made catering for 1,005 orders in a day even more challenging was the fact that it was the first day of Lunar New Year, 10 February 2013 – a public holiday when we were not operating at our full staff strength,” said Mr Neo Kah Kiat 梁佳吉, Founder, Chairman and CEO of Neo Group.

“For last year’s Lunar New Year, we catered for 818 events serving up to 23,000 guests in a day. This year, we succeeded in ramping up our orders and production capacity for Lunar New Year by 23%. What was most satisfying was that we managed to consistently maintain the high quality of our food, and all 1,005 events ran smoothly that day. We take pride in our ability to

serve top quality food for all occasions, 365 days a year. In order to cope with large orders within a short period of time, the Group places great emphasis on raising efficiency and productivity levels within our operations,” Mr Neo elaborated.

Echoing the Singapore government’s calls to increase productivity in the labour-intensive food and beverage sector, Neo Group has strategically invested in technology and automation as part of its efforts to enhance efficiency.

Central to Neo Group’s operations is a customised information system which integrates production and operation processes, including procurement, logistics, sales and production, and transmits real-time data to relevant departments. This proprietary system not only improves the speed, accuracy and efficiency of the Group’s production and delivery processes, but also allows it to process many orders at the same time.

With its customised information system and automated processes, the Group is one of the few, if not only, caterer in Singapore which can cater for last minute events or emergency orders where, subject to capacity constraints, a full buffet of selected menus for up to 500 persons can be arranged within three hours (inclusive of delivery time) from confirmation of an order.

“Over the years, we have developed an internal IT system which provides a seamless, integrated process to handle large orders, from order placement to delivery. Our focus on technology, together with our efficient production system, enables us to offer quality food products at competitive prices. We believe technology is critical in enhancing efficiency and boosting quality. This year, we have started a pilot study on GPS tracking on Andriod phones to ensure timely delivery of our food. Moving forward, we will continually look for new ways to leverage technology to improve our operations,” added Mr Neo.

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About Neo Group Limited

Neo Group Limited's main businesses comprise the food catering and food retail businesses. In a report dated April 2012, the Group was ranked by Euromonitor International Limited ("Euromonitor") as the number one events caterer in Singapore¹.

Under its Food Catering Business, the Group supplies buffets through its "Neo Garden Catering", "Orange Clove Catering" and "Deli Hub Catering" brands. Under its Food Retail Business, the Group operates a successful chain of 18 "umisushi" food retail outlets, as at 31 January 2013, offering Japanese convenience foods, mainly near MRT stations and in shopping malls. To support these operations, the Group has central kitchens in four locations in the eastern and western parts of Singapore.

As part of its Food and Catering Supplies Business, the Group sources certain food ingredients and catering supplies directly from manufacturers and/or distributors, ensuring a timely supply of quality products to its food catering and food retail businesses. It also supplies food ingredients and Japanese food products to third parties.

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¹ Based on a report entitled "Events Catering Services Singapore" dated April 2012 prepared by Euromonitor International Limited. "Events catering" means food catering services provided for social or corporate events only.