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MEDIA RELEASE

SMJ International Holdings' Initial Public Offering Fully Subscribed

- *Trading debut on Catalist expected on 30 June 2014*

SINGAPORE, 27 June 2014 – SMJ International Holdings Ltd. (“SMJ International” or the “Company”), a leading premier carpet specialist serving the commercial and institutional sectors in Asia, announced today that its initial public offering (“IPO”) of 20.24 million shares (the “Placement Shares”), comprising 14 million new shares and 6.24 million vendor shares at S\$0.28 each, has been fully subscribed and/or purchased. The proceeds amounted to approximately S\$5.67 million.

SMJ International’s Executive Director and CEO, Ms Rena Ho said: *“I would like to thank all our investors for their support of our IPO, as it is testimony of their belief in our business and management. On our part, we intend to quickly capitalise on the opportunities to further grow our business internationally.”*

The following parties have applied for and have been allotted and/or allocated 5.0% or more of the Placement Shares:

- Hafary Holdings Limited
- Voxflor Industrial Park Co., Ltd.
- Joshua Lim Teck Meng

Mr Jackson Tay, Financial Controller of Hafary Holdings Limited commented: *“We are happy to be an anchor investor of SMJ International as we see the growth potential of their business. There are also future opportunities to work together such as tapping on each other’s network to widen the market coverage of our products.”*

The trading debut of SMJ International's shares on Catalist, the sponsor-supervised listing platform of the Singapore Exchange Securities Trading Limited (the "SGX-ST") is expected to commence on a "ready" basis at 9.00 a.m. on 30 June 2014.

Hong Leong Finance Limited ("Hong Leong Finance") is the Sponsor, Issue Manager and Placement Agent of the Placement.

Mrs Joan Ling-Lau, SVP, Head of Corporate Finance, Hong Leong Finance remarked: *"We are happy to have played a part in the growth of SMJ International as the sponsor for their Catalist listing. Hong Leong Finance believes in supporting our local SMEs to grow to become the MNCs of tomorrow."*

Business Strategies and Future Plans

SMJ International plans to expand and strengthen its geographical coverage by leveraging on its established track record and positive brand image. It intends to serve potential customers in the commercial sector overseas with respect to its Contract Sales business. SMJ International also recognises the market potential and intends to grow its distribution networks, especially in new emerging markets such as Myanmar.

The Company's vision is to become a regional one-stop office furnishing solution provider. It sees an opportunity in offering products and services which will complement its existing core carpet distribution business and create new revenue streams for the Company. Some of these new products could include system office furniture, blinds, wall coverings and non-carpet floor coverings. SMJ International intends to sell and distribute these products in a way similar to its business in the distribution of carpets. The Company may also expand its business with new service offerings that include carpet maintenance and cleaning. The Company aims to achieve greater success through the introduction of new products and services to stay ahead of the competition.

SMJ International also believes that acquisitions, joint ventures and strategic alliances will be an effective way to grow its business. It will consider acquisitions and joint ventures that will enable the Company to expand its geographical coverage, grow its distribution network, expand its

product range and services to include ancillary products that complement its business and operations, or enable better control over its supply chain.

In line with its plan to expand its product range, the Company will need to enhance its inventory management system in order to continue monitoring and managing its inventory efficiently. It also intends to expand its fleet of delivery trucks to ensure that its present ability to fulfill customers' orders within a short turnaround time will not be compromised.

Use of Proceeds

SMJ International plans to use the net proceeds of approximately S\$2.40 million raised from its IPO for the following purposes:

- approximately S\$1.50 million for business expansion through acquisitions, joint ventures and/or strategic alliances;
- approximately S\$0.34 million for improving inventory management system and logistics support;
- approximately S\$0.25 million for marketing and business development; and
- approximately S\$0.31 million for general working capital.

- End -

About SMJ International Holdings Ltd. (www.smjf.com.sg)

Established in 1988, SMJ International is one of the leading premier carpet specialists serving commercial and institutional sectors in Asia with an established reputation and track record of more than 25 years.

SMJ International specialises in the sale and distribution of a wide range of carpets marketed under its "SMJ" brand through its global distribution network of more than 260 carpet dealers, carpet importers and carpet installation companies in Singapore and over 20 countries mainly in Asia.

SMJ International's 42,614 sq ft warehouse stocks a ready supply of carpets in approximately 80 different designs in up to 400 different colours. SMJ International is also the authorised supplier for the "Shaw Contract Group" range of carpets in Singapore.

**Issued for and on behalf of SMJ International Holdings Ltd. by Cogent Communications Pte Ltd.
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This Media Release is based on information found in the offer document of SMJ International Holdings Ltd. dated 20 June 2014 (the “Offer Document”) that has been lodged with and registered by the SGX-ST acting as agent on behalf of the Monetary Authority of Singapore.

This Media Release does not purport to be complete and is qualified in its entirety by, and should be read in conjunction with, the full text of the Offer Document, including but not limited to the sections entitled “Risk Factors” and “Cautionary Note Regarding Forward-Looking Statements” of the Offer Document. Words and expressions, unless otherwise defined in this Media Release, shall bear the same meanings assigned to them in the Offer Document.

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This Media Release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor Hong Leong Finance Limited (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this Media Release.

This Media Release has not been examined or approved by SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this Media Release, including the correctness of any of the statements or opinions made or reports contained in this Media Release.

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