

NEWS RELEASE

JUMBO OPENS FIRST FRANCHISED JUMBO SEAFOOD RESTAURANT IN FUZHOU

- *This is JUMBO's fourth franchised JUMBO Seafood restaurant since 2017, and follows the recent opening of JUMBO Seafood in Taichung City*
- *Opening of JUMBO Seafood in Fuzhou also marks the Group's seventh JUMBO Seafood restaurant in the PRC*



The first franchised JUMBO Seafood restaurant in Fuzhou is located at Dongbai Centre

Singapore, 1 October 2018 – 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 grand opening of its first franchised JUMBO Seafood restaurant in Fuzhou, the People’s Republic of China (“PRC”) yesterday. This brings the total number of JUMBO Seafood restaurants across Asia to 15.

This follows a franchise agreement that was signed by Le Xie F&B Management (Fujian) Co., Ltd (福建乐蟹餐饮管理有限公司) on 29 September 2018, for the rights to establish and operate a JUMBO Seafood restaurant in Fuzhou, the PRC. The agreement has an initial term of 5 years and may be renewed for a further 5 years subject to certain conditions.

The opening of the JUMBO Seafood restaurant in Fuzhou marks the Group's seventh JUMBO Seafood restaurant in the PRC. The Group has three other franchised JUMBO Seafood outlets in Ho Chi Minh City, Taipei City and Taichung City.

Mr. Ang Kiam Meng (黄建铭), Group CEO and Executive Director of JUMBO, commented, "With the opening of the JUMBO Seafood restaurant in Fuzhou, we are excited to deliver our Singapore heritage dishes, such as our JUMBO Award-winning Chilli Crab and JUMBO Signature Black Pepper Crab to yet another city in Asia. Fuzhou is widely considered to be one of the fastest growing cities in the PRC, and we hope to leverage on the rising affluence of the residents, as well as to tap into the city's growing popularity as a tourism destination.

The Fuzhou outlet follows closely on the back of the recent opening of a JUMBO Seafood restaurant in Taichung City. The successive opening of two franchised JUMBO Seafood outlets is a strong testament to our strategy of collaborating with local partners that have deep knowledge, proven expertise as well as a good network within the local F&B market, to introduce and expand our brand in the local market."

The restaurant is strategically located at Dongbai Centre, an upmarket shopping centre in Fuzhou. Occupying a floor area of approximately 13,000 square feet, the total capacity of the restaurant is 266 seats, and features both indoor (including seven VIP rooms) and outdoor seating arrangements of up to 222 and 44 seats, respectively.

Moving forward, JUMBO will continue to actively explore opportunities to grow its portfolio of brands. There are plans in the Group's pipeline to open two new JUMBO Seafood restaurants, one Teochew cuisine restaurant and at least two more Tsui Wah Hong Kong-styled Cha Chaan Teng outlets in Singapore in the next 12 months.

On 9 July 2018, JUMBO had also announced that it had entered into a franchise agreement to establish and operate a JUMBO Seafood restaurant in Bangkok, and the outlet is expected to open by the end of 2018.



About JUMBO Group Limited

JUMBO is one of Singapore's leading multi-dining concept F&B establishments.

The Group's network of F&B outlets (including those of its associated companies and those under licensing arrangements) spans cities like Singapore, Shanghai, Beijing, Xi'an, Fuzhou, Taipei City, Taichung City, Ho Chi Minh City, Tokyo and Osaka. JUMBO also provides catering services for customers in Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has a total of 12 F&B outlets in Singapore and 6 F&B outlets in the PRC, under 5 restaurant brands – *JUMBO Seafood*, *JPOT*, *NG AH SIO Bak Kut Teh*, *Chui Huay Lim Teochew Cuisine* and *J Café*. It also operates 1 Tsui Wah Hong Kong-style "Cha Chaan Teng" in Singapore as a franchisee and manages 1 Singapore Seafood Republic outlet. Through franchising to third parties, it has 1 JUMBO Seafood outlet each in Fuzhou, Taipei City, Taichung City and Ho Chi Minh City, and recently opened its first NG AH SIO Bak Kut Teh outlet in Taipei City.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes 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.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group's F&B brands.

Some of the Group's more recent awards and accolades include the *Excellent Service Award (2016)*, *SIAS 17th Investors' Choice Awards – Winner of Most Transparent Company Award for New Issues (2016)*, *Singapore Business Awards – The Enterprise*

Award (2016), Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016), People Excellence Award (2015), HRM Awards – SME Employer of the Year (2015), Influential Brands Award– Top Brand for Seafood Category (2015), Singapore SME 1000 Company (2015), Singapore Prestige Brand Award – Established Brand Category (2012) and Heritage Category (2012), and the Enterprise 50 Award (2nd place in 2015).

JUMBO Seafood was also featured amongst the “Top 50 most iconic places in Singapore to visit” list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

For more information, please visit www.jumbogroup.sg.

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