

Zhongmin Baihui Retail Group Ltd.
80 Marine Parade Road #13-07
Parkway Parade, Singapore 629528
Tel: (65) 6440 5297 / Fax: (65) 6440 5274
(Company Registration No.: 200411929C)



MEDIA RELEASE

26 August 2019

Zhongmin Baihui Jinfeng Store Opened

- Grand opening held on the 23 August 2019
- 4th new store opened in 2019
- First self-owned store in Zhangzhou City



Zhongmin Baihui Retail Group Ltd., (“Zhongmin Baihui”, “中闽百汇” or “the Group”), an established PRC retail brand that operates and manages a chain of department stores and supermarkets in Fujian province, wishes to announce that it held a grand opening ceremony for Zhongmin Baihui Jinfeng Store, located in Jinfeng development zone, Xiangcheng District, Zhangzhou City, Fujian Province on 23 August 2019. This store will add to the Group’s store network located in other parts of Fujian Province.

With a gross floor area (“GFA”) of 1,400 sqm, the Jinfeng Store is a supermarket, offering affordable products such as fruits, vegetables, meat, fish, dairy products, beverages and household items. The store is located in a densely populated area, in proximity to schools, medical centres, district government offices, parks and residential developments. The store serves a significant size of students and staff in nearby Minnan Normal University and Zhangzhou Institute of Technology.

The Jinfeng Store is the Group’s first self-owned store in Zhangzhou City. However, the Group is not new to this city as it has a managed store, Zhangzhou Zhongsan Store, which has been operating since 2003. The Group is expected to further increase its presence in Zhangzhou City with a planned opening of a much bigger 15,100 sqm store next year.

The cumulative new store GFA from the four new stores opened this year is 30,000 sqm, bringing the total GFA of the Group under the Zhongmin Baihui name to 205,000 sqm (self-owned stores GFA 176,600 sqm, managed stores GFA 28,400 sqm).

“We are pleased to increase our presence in Zhangzhou City and we will continue offer good value and services to the residents in Zhangzhou.”

- **Mr. Lee Swee Keng (“李瑞庆”), Executive Chairman of Zhongmin Baihui**



Picture: Jinfeng Store, Xiangcheng District, Zhangzhou City

About Zhongmin Baihui Retail Group Ltd. (“Zhongmin Baihui”)

Zhongmin Baihui is principally engaged in the ownership, operation and management of department stores and supermarkets in the People’s Republic of China (the “PRC”) under the name “中闽百汇” . The first modern 中闽百汇 store was opened in Anxi County, Quanzhou City, Fujian Province in 1997. Since then, the Group has expanded its footprint in Fujian to 14 self-owned stores and three managed stores, spanning an aggregate gross floor area of 205,000 sqm.

With 20 years of strong retail reputation under the “中闽百汇” brand name, the Group offers a pleasant shopping experience with a wide variety of quality merchandise, lifestyle products and customer-oriented services catering to the middle-income consumers.

The Group’s revenue is mainly derived from four sources, namely direct sales, commissions from concessionaire sales, rental income and income from managed rental.

For more information, go to <http://www.zhongminbaihui.com.sg> or email enquires@zhongminbihui.com.sg