



金味 Kimly™
COFFEESHOP
Familiar Place, Familiar Taste

*“Kimly celebrates its 30th Anniversary,
from its humble beginnings in 1990.”*



OVERVIEW

A leading and established traditional coffeeshop operator in Singapore with a proven track record with 30 years of experience.

Outlet Management

- Sub-lease Food Stalls To Tenants
- Operate Drinks Stalls
- Provide Cleaning Services

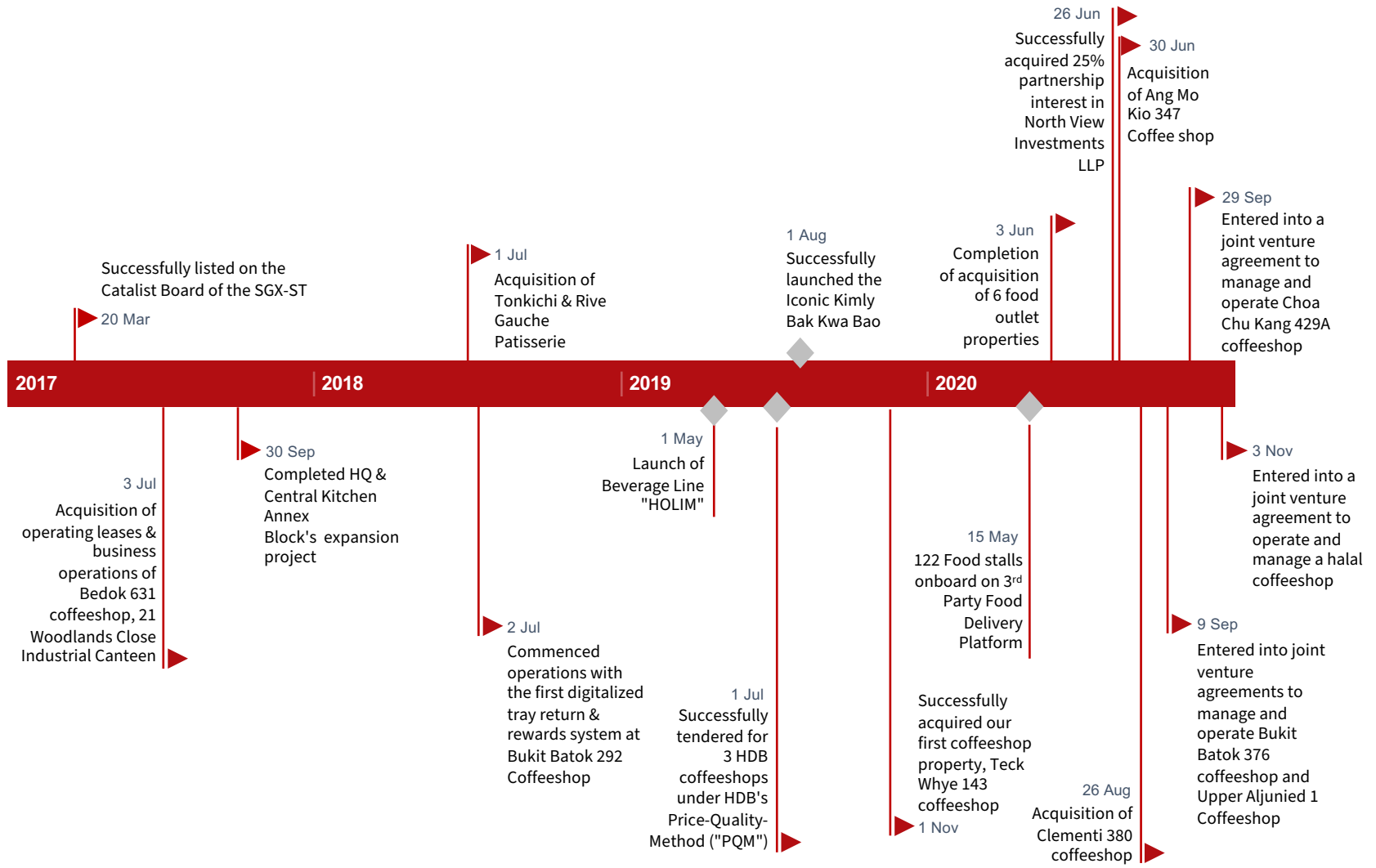
Food Retail

- Mixed Vegetable Rice
- Teochew Porridge
- Seafood “Zi Char”
- Dim Sum
- Tonkichi Restaurants
- Rive Gauche Patisserie

Outlet Investment Business

- Investments Into Various Properties For Additional And Recurrent Rental Income And Capital Growth
- Reduce Risks Arising From Leased Properties

MILESTONES



MULTIPLE REVENUE STREAMS



83 Food outlets/Drink Stalls

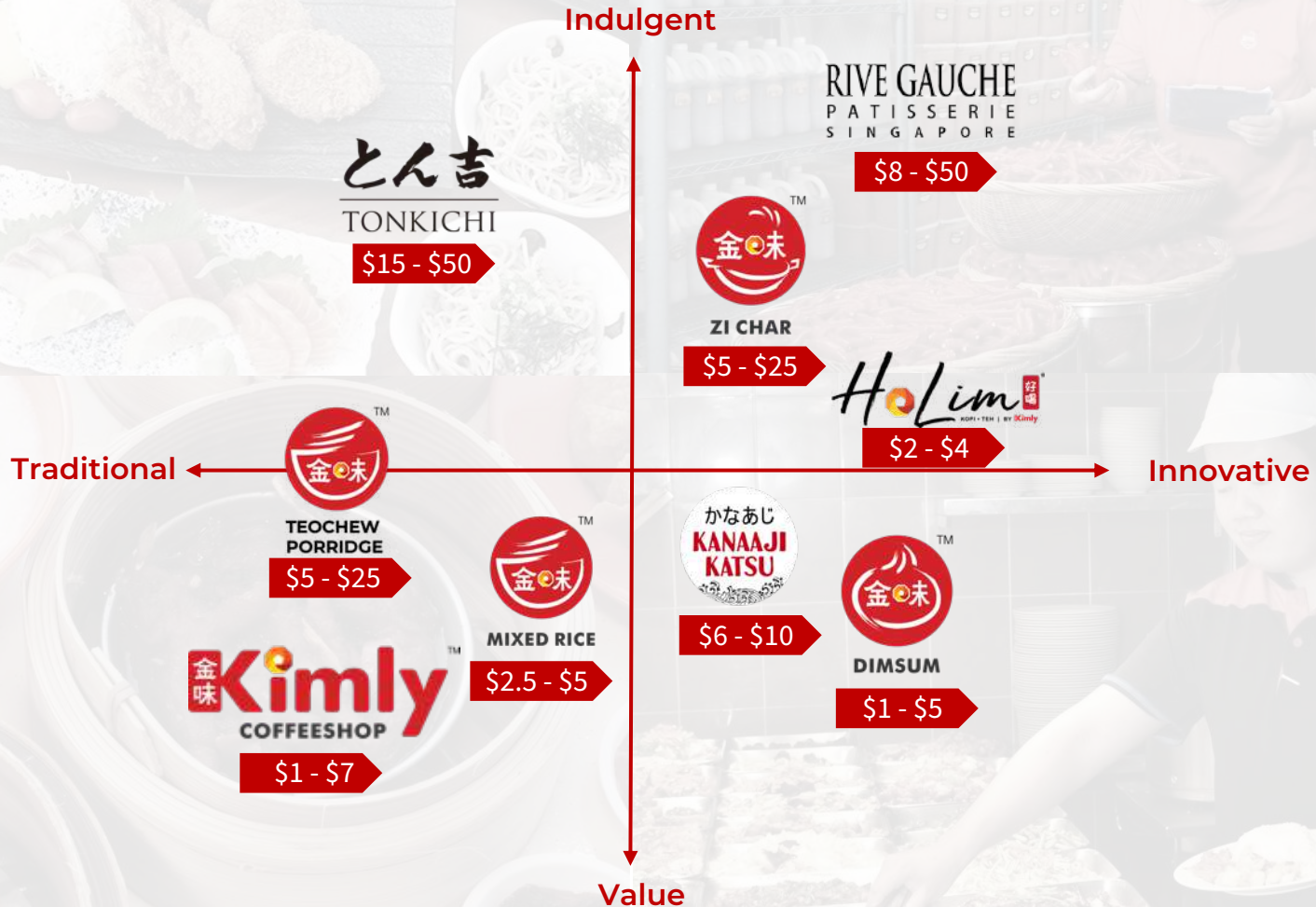
9 Owned properties

146 Foodstalls/
Restaurants/
Patisserie

4 Central Kitchens

MULTI-BRAND STRATEGY

Multi-Brand Strategy allows the Group to accommodate customers' needs from all market segments





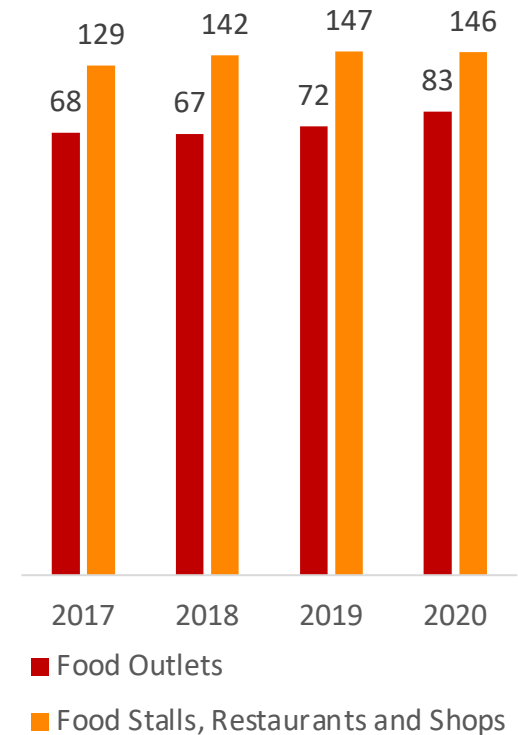
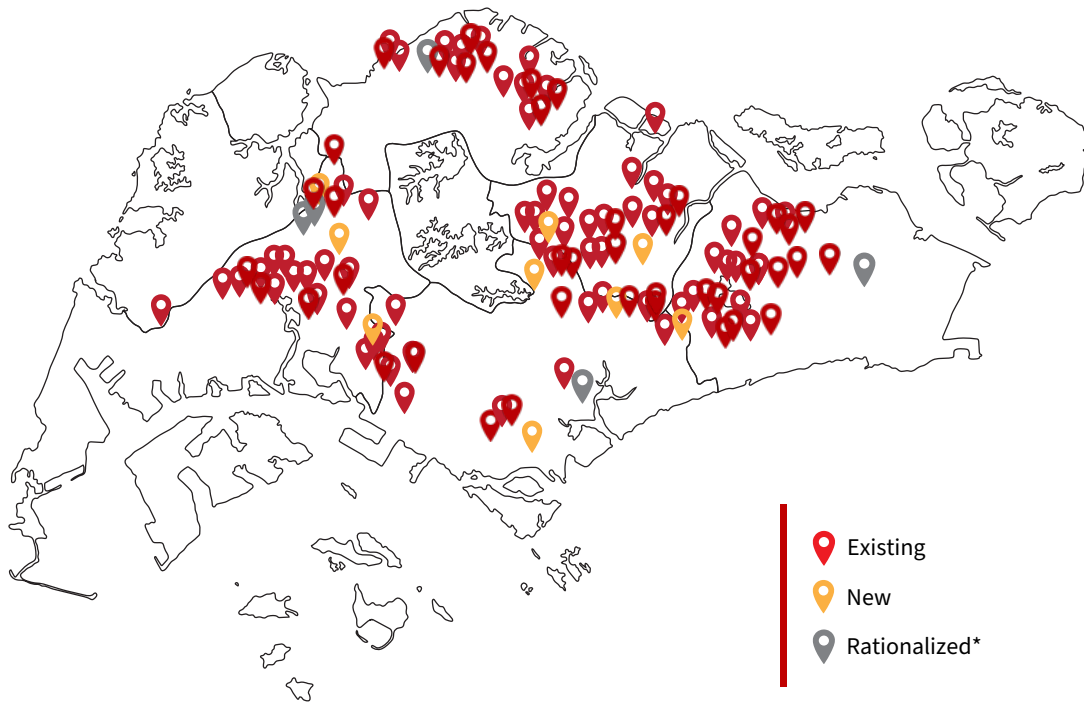
01

OUTLET MANAGEMENT

strategy

Kimly's first "Productive" Coffeeshop is located at Block 292 Bukit Batok Ave 6, outfitted with a 26m long conveyor belt system and tray return rebate program to encourage tray returns and operational savings of up to 40%.

OUR FOOTPRINTS - FOOD OUTLETS, FOODSTALLS, RESTAURANTS AND SHOPS



* Outlets ceased to reallocate resources for higher value of return.

GROWTH OVER THE YEARS

Food Outlets	FY2017	FY2018	FY2019	FY2020
Coffeeshops	60	60	65	72
Industrial Canteens	4	4	4	7
Food Courts/ Restaurant	4	3	3	4
Total	68	67	72	83

Food Retail	FY2017	FY2018	FY2019	FY2020
Mixed Vegetable Rice Stalls	33	28	31	36
Rice Garden Stalls	16	18	22	20
Teochew Porridge Stalls	2	3	3	3
Dim Sum Stalls	46	49	50	48
Seafood “Zi Char” Stalls	31	30	29	29
Tonkichi Restaurants	-	3	2	2
Rive Gauche Patisserie	-	10	9	7
Kanaaji Katsu Japanese Food Stall	-	-	1	1
Live Seafood Restaurant	1	1	-	-
Total	129	142	147	146



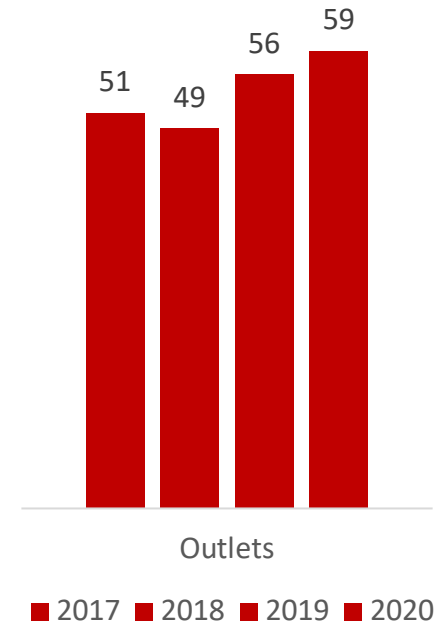
02

FOOD RETAIL

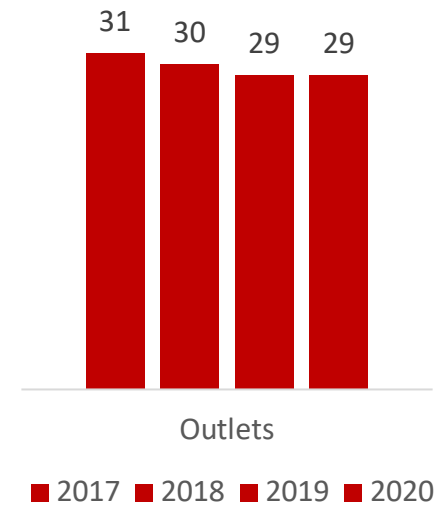
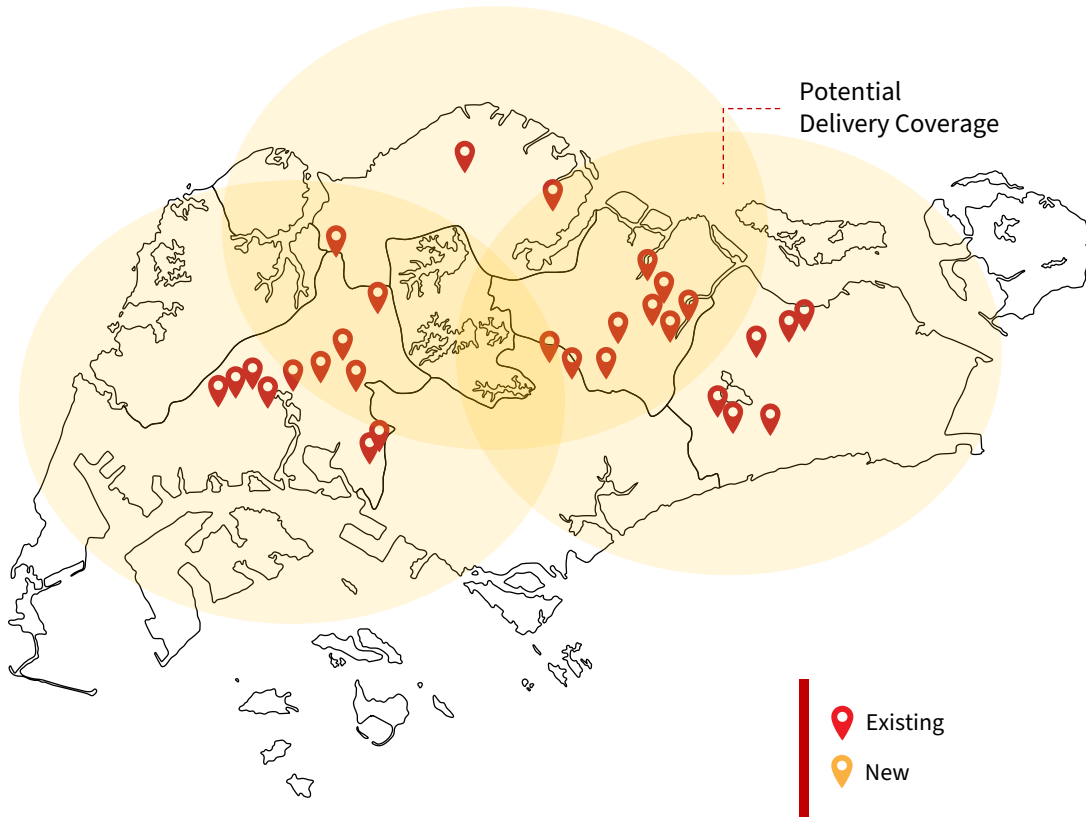
strategy

MIXED VEGETABLE RICE STALLS

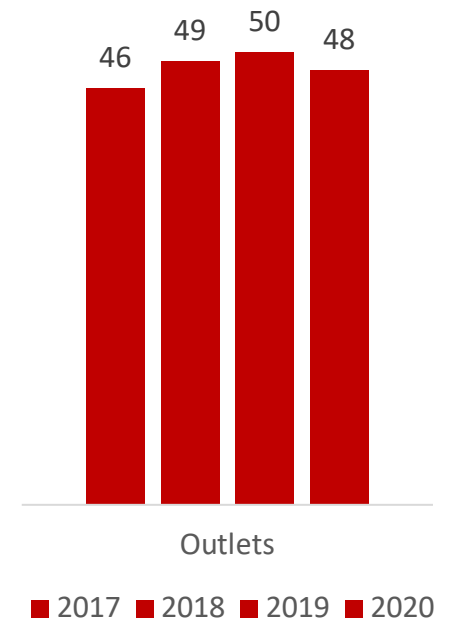
(Including Rice Garden and Teochew Porridge)



KIMLY SEAFOOD ZICHAR STALLS



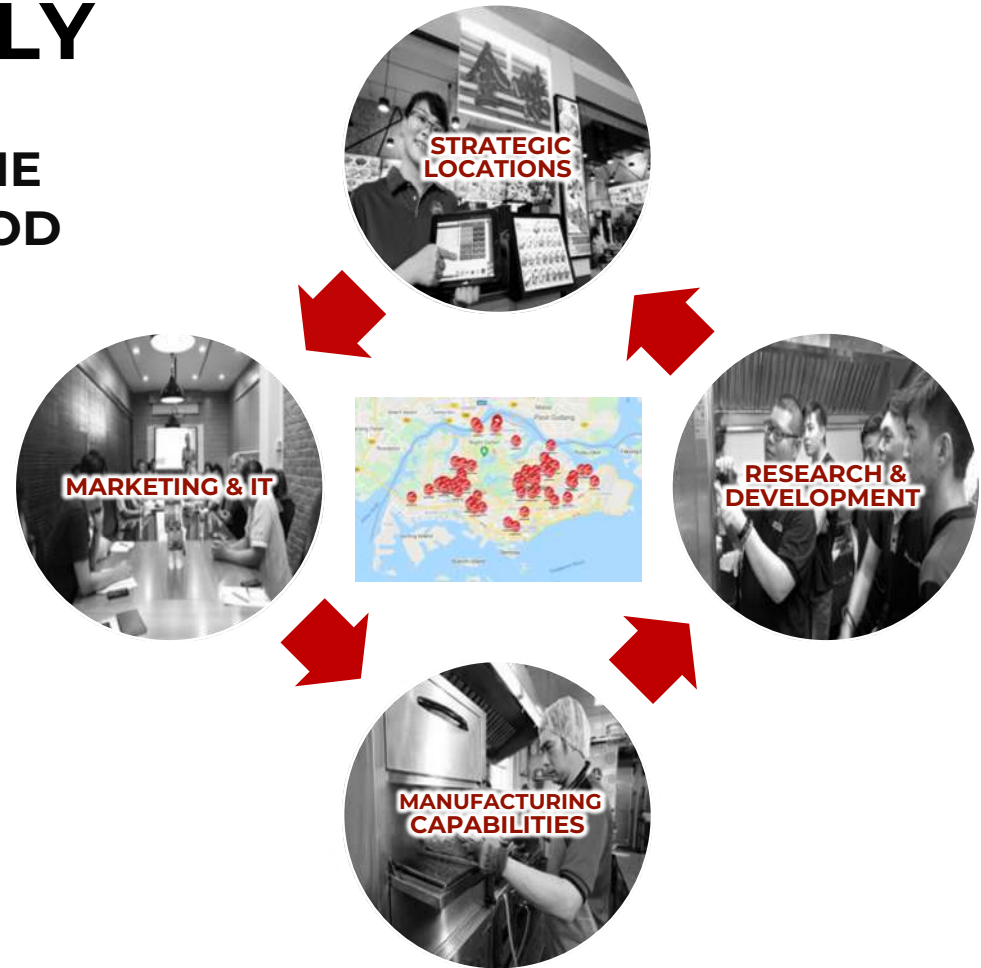
KIMLY DIM SUM STALLS



STRENGTHS UNIQUE TO KIMLY

BRINGING SYNERGY OF THE CENTRAL KITCHEN TO FOOD RETAIL

1. Strategic Locations
2. Marketing & IT
3. Manufacturing Capabilities
4. Research & Development
Capabilities



GROUP FOOD DELIVERY

Within a short timeframe, the Group has shown nimbleness and agility to recalibrate the focus to Online/Delivery businesses during the Circuit Breaker.

This cushioned the drastic drop in Store Front revenue when No-Dine-In measures were implemented.

“ Life Food & Drink The Sunday Times | Sunday, July 26, 2020

Staying afloat in turbulent waters



It led to a "substantial increase" in revenue as business picked up. Last month, Kimly's new customers on Deliveroo grew by three times, while the number of orders on the platform jumped by almost four times compared with January.

The listed company runs 29 zi char stalls, 59 mixed-rice outlets and more than 40 dim sum outlets.

When dine-in was not allowed, Mr Tan, 43, often had to rally the group's 2,000 employees.

"I had to have frequent briefings with the staff and remind them that our business is essential. We had to work even harder," he recalls.

Now that dine-in has resumed, the company is working on refining its products, such as offering bento options at its mixed-rice stalls and catering meals for smaller groups, since social gatherings are restricted to no more than five people.

With the brand seen as a more traditional business, Mr Tan also emphasises the need to boost its marketing and social media presence as well. Contactless payment options such as Apple Pay or Samsung Pay could also be rolled out by early next year.

He says: "It has become clear over the past few months that the coffee-shop and hawker scene is important to Singapore. You can not have cakes, but you can't miss dinner.

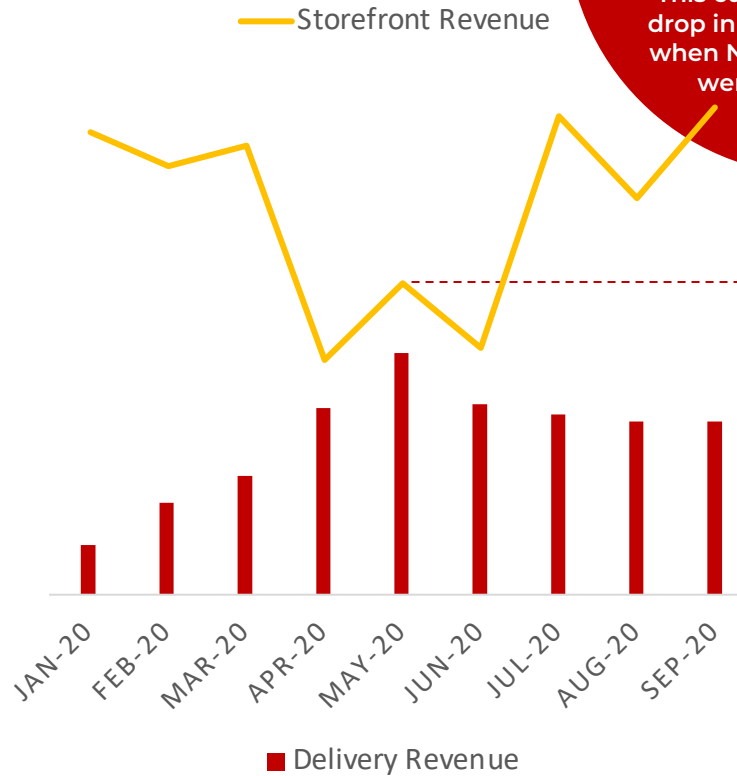
"I believe the nightmare is over, unless we go into another circuit breaker. Delivery worked well for us and we emerged stronger."

Now that dining-in has resumed, the Kimly Group is working on refining its products, such as offering bento options at its mixed-rice stalls. PHOTO: KIMLY GROUP

Coffee shop operator gave pep talks to staff

Kimly Group
Info: kimlygroup.sg

During the circuit breaker period, Mr Roy Tan, director of the Kimly Group, which operates coffee shops and zi char stalls, observed a "huge spike" in new food delivery customers via Foodpanda, GrabFood and Deliveroo.





03

OUTLET
INVESTMENT
BUSINESS

strategy

Kimly has completed its acquisition of S\$55.8mil of four food outlets in 2020 amidst the unprecedented Covid-19 situation.

INCREASING FOUNDATION LEASE To Provide Stability and Certainty

Types of Leases	IPO 2017		Sep 2020	
	Number of Outlets	Percentage of Outlet by Type	Number of Outlets	Percentage of Outlet by Type
IPT Leases Leases in coffee shops whereby the Executive Chairman holds partial interest	18	28.1%	18	21.7%
HDB Leases Coffee shops leased directly from HDB	14	21.9%	22	26.5%
Food Outlet Properties Owned	0	0.0%	9	10.8%
Sub Total of Foundation Leases*	32	50.0%	49	<u>59.0%</u>
Private Leases Coffeeshops and Industrial Canteens leased from private owners	23	35.9%	22	26.6%
Managing Agent Leases in Coffee shops managed under a third-party brand	5	7.8%	9	10.8%
Private Leases (Institute of Higher Learning) Leases in food courts, secured through tenders	4	6.3%	3	3.6%
Sub Total	32	50.0%	34	<u>41.0%</u>
Grand Total	64	100%	83	100%

** Foundation Leases are leases or owned coffeeshop properties where the Group is confident of securing its right-of-use assets or renewing the leases and accordingly provide stability and certainty to the Group in delivering long-term returns to its shareholders.*



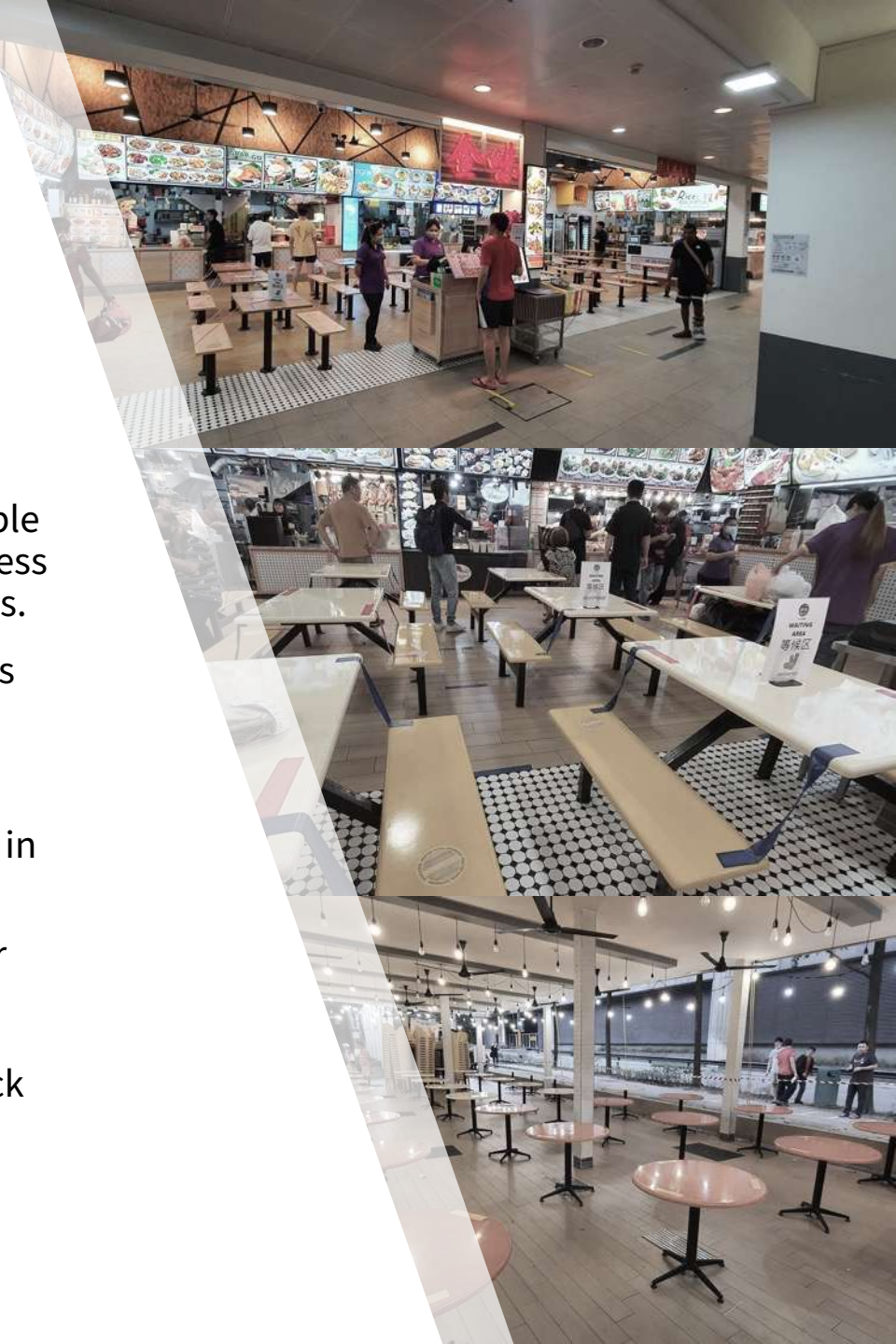
04

COVID-19

GOVERNMENT ASSISTANCE

THROUGH THE DARKEST TIMES OF THE PANDEMIC

- From the onset of the Covid-19 pandemic, Kimly has been working closely with multiple government agencies to operate our business safely for our customers and our employees.
- Ongoing effort in strengthening the Group's production and efforts are uplifted by the government's programs and schemes, this has helped us navigate through difficult times and will assist us to emerge stronger in the post-Covid business environment.
- The timely government aids have kept our business on track – business expansions, job creation and retention, increased employee welfare and above all, giving back to the community.



PAYING IT FORWARD

Driving Affordability In Uncertain Times

With the looming recession during the Covid-19 period, the Group gives back to society with price discounts for its drinks stalls.



4 May – 30 Jun
355,000
30¢ Vouchers redeemed

6 Jul – 31 Oct
160,000
20¢ Vouchers redeemed

BYOC FOR A GOOD CAUSE

Kimly's Bring-Your-Own Container (BYOC) initiative kickstarted during circuit breaker.

- To encourage sustainability and reduce plastic waste
- Kimly Seafood, Kimly Dim Sum & Kimly Mixed Rice was part of the BYO Singapore initiative.

17,232

Redemptions
At Kimly Zichar
& counting...

Carried out
across **133**
Foodstalls
in Singapore



STAFF WELFARE IS PRIORITY

- Lodging allowances and accommodation assistance for Malaysian staff.
- No retrenchments during Covid-19.
- Issued Additional Leave for Elderly

Paid out **62,000 hrs** of additional paid leaves and hours.

A GIVING SOCIETY

A Collaboration with DBS x FoodBank Singapore

3099

Packets of food were distributed



to the needy at schools and residences in hope to contribute to ending food insecurity in Singapore.

11 May 2020 – 31 May 2020

Image credit: Foodbank Singapore



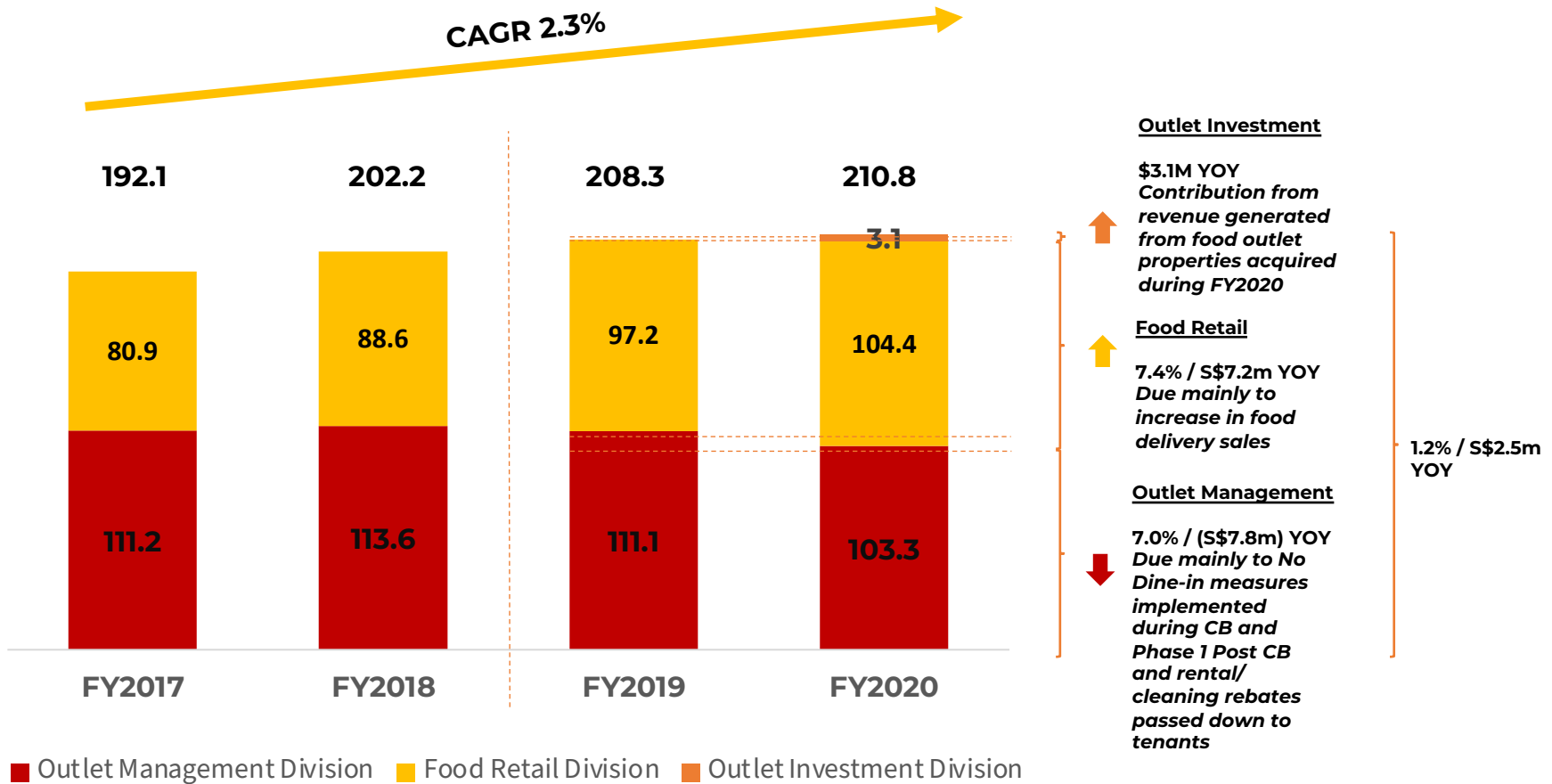
05

FINANCIAL
PERFORMANCE

RESILIENT REVENUE GROWTH

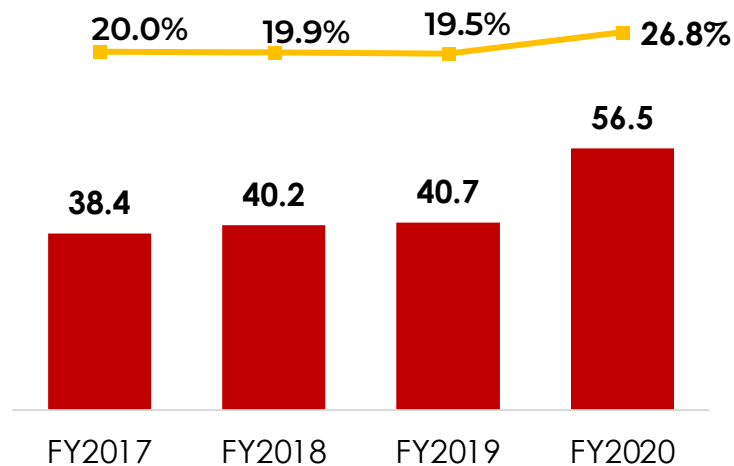
Revenue by Business Segment (\$Mil)

CAGR 2.3%

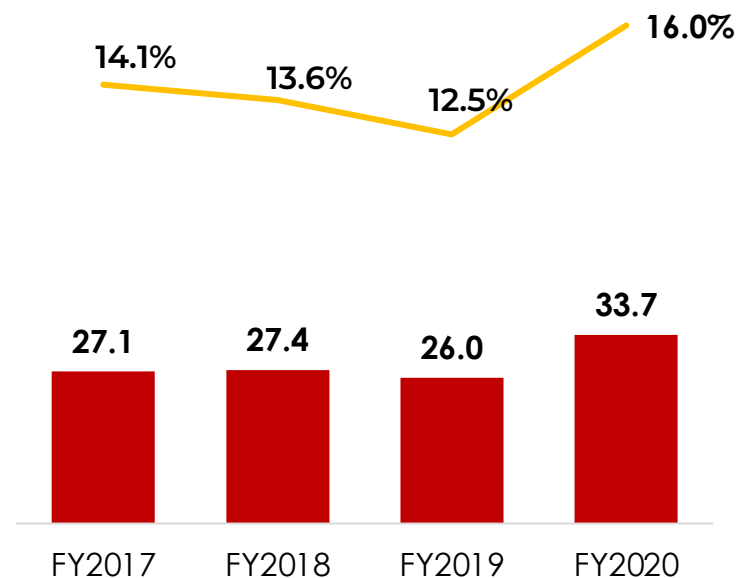


SUSTAINABLE PROFITABILITY

Gross Profit (S\$ Mil) & Gross Profit Margin (%)



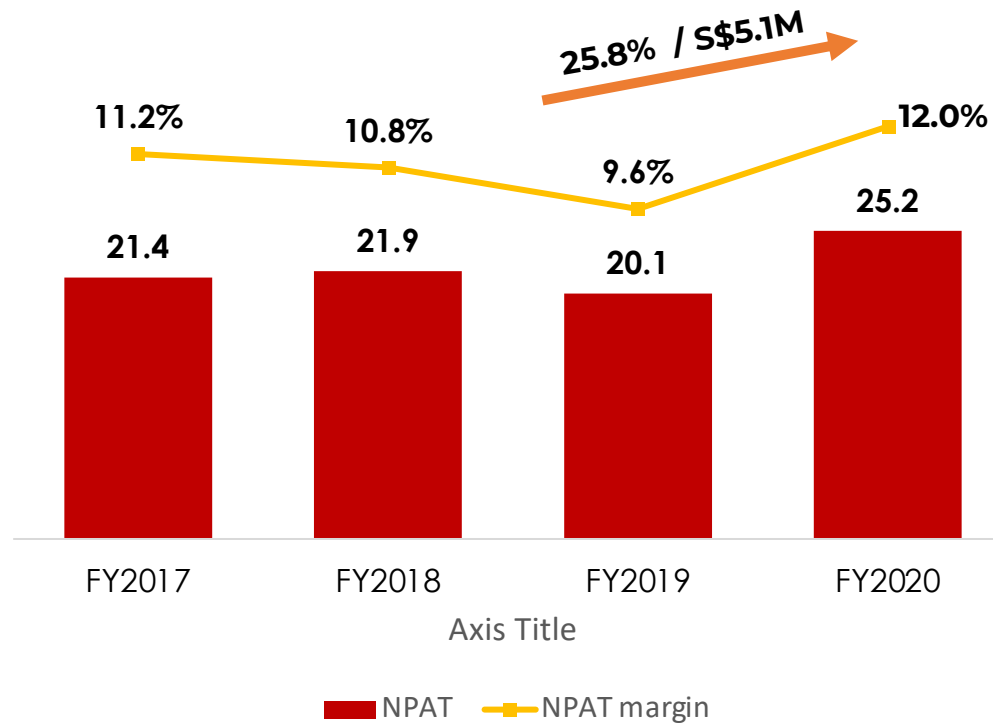
EBITDA (S\$ Mil) & EBITDA Margin (%)



**Earnings before interest, Taxes, Depreciation & Amortization ("EBITDA") after Depreciation of right-of-use assets and interest expense on lease liabilities*

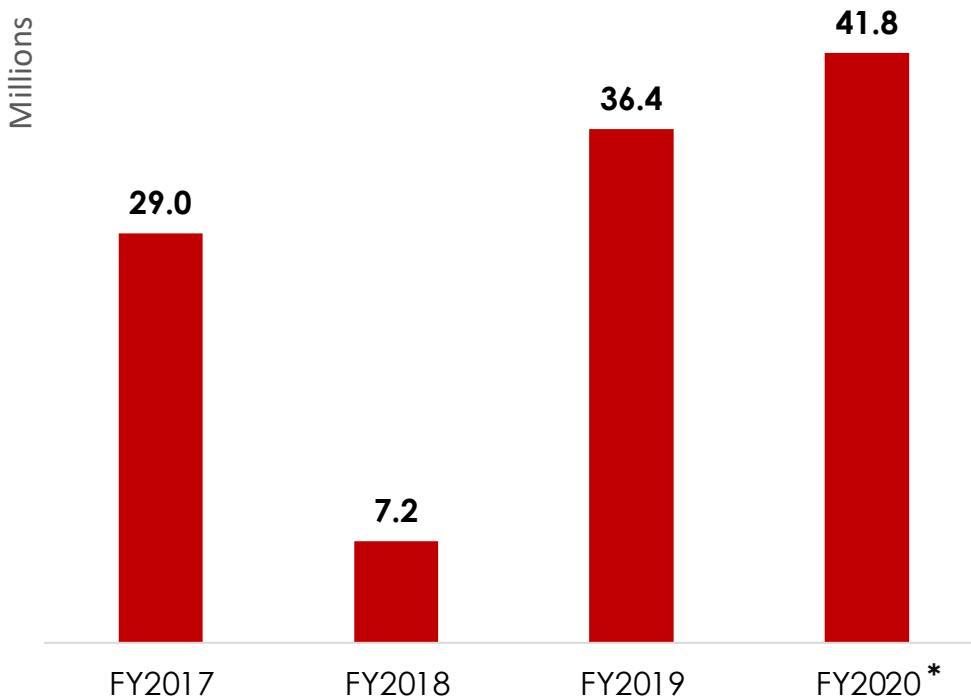
SUSTAINABLE PROFITABILITY

Net Profit After Tax ("NPAT") (\$Mil)



CASH GENERATIVE BUSINESS LEADING TO STRONG OPERATING CASH FLOW

Net Cash Generated From Operating Activities (S\$ Mil)

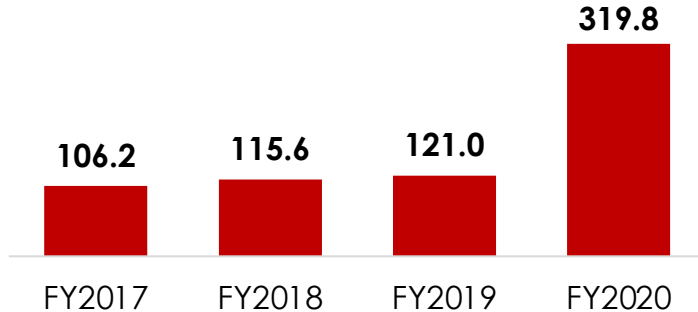


S\$68.3M
Cash &
Cash Equivalents
as at 30 September
2020

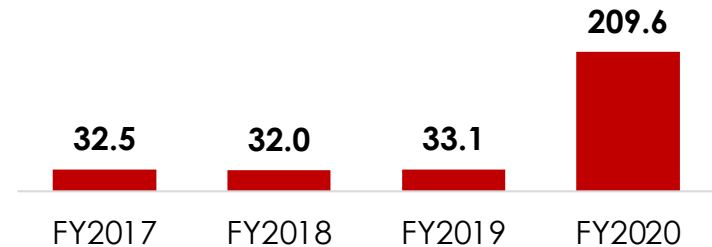
**Net Cash generated from operating activities and after repayment of lease liabilities and its related interest expense of S\$33.1 mil*

STRONG BALANCE SHEET

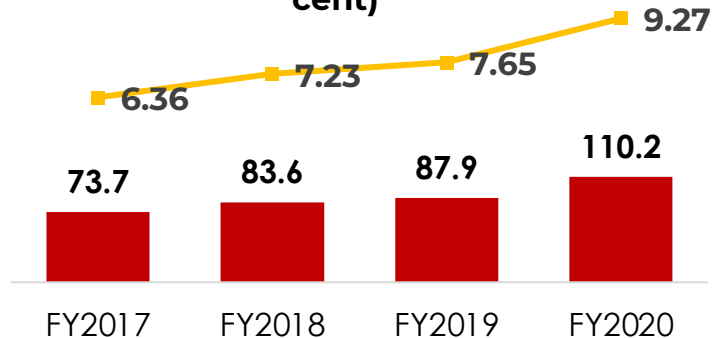
Total Assets (S\$ Mil)



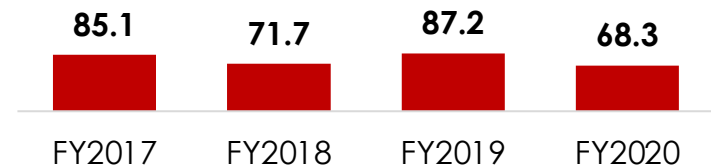
Total Liabilities (S\$ Mil)



Total Shareholder's Equity (S\$ Mil) & Net Asset Value Per Share (Singapore cent)

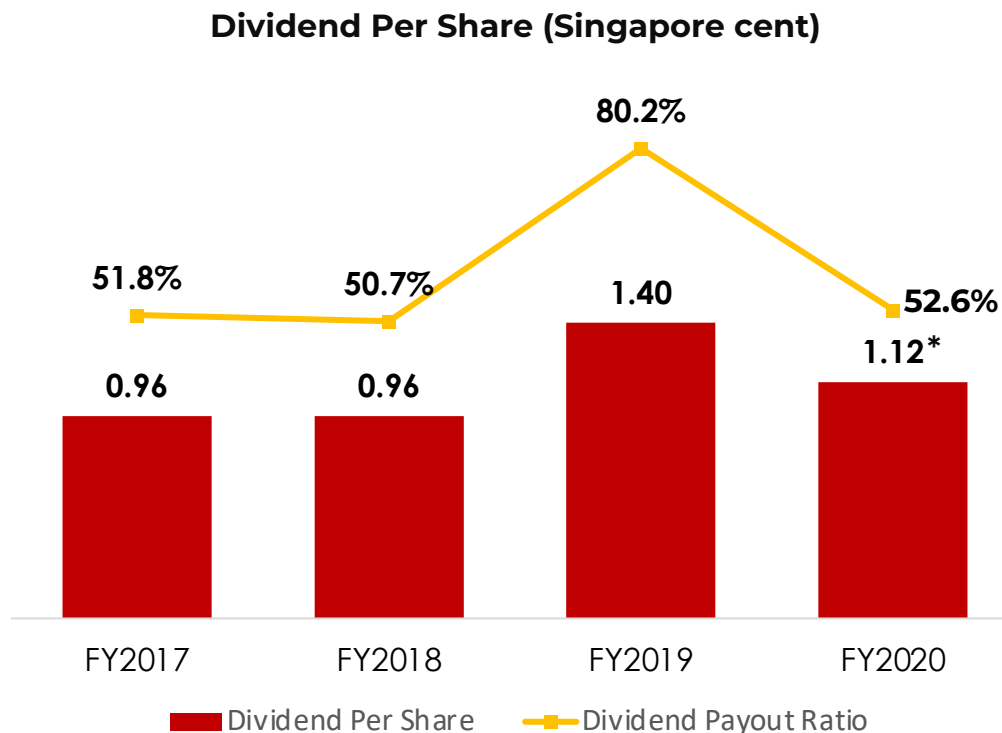


Cash and Bank Balances (S\$ Mil)



ATTRACTIVE RECURRING DIVIDENDS

To declare dividends of not less than 50% of net profits attributable to shareholders each year



**FY2020
Proposed
Final Dividend
S\$0.0084
Per Ordinary Share**

**Inclusive of the interim dividend paid of S\$0.0028 per ordinary shares paid in July 2020. Proposed final dividend is subject to shareholders' approval at the forthcoming AGM of the Company.*

06

2021
GROWTH
PLANS

- 3. ...
- 4. Press po...
- 5. Collect your recei...





Receipt Here

SCAN HERE

NETS

KEDAI KOPI

JOINT VENTURE KEDAI KOPI

OPENING SOON IN MID DEC 2020 | ADDRESS: 380 CLEMENTI AVE 5, S120380 |   **KEDAIKOPISG**

是好的 咖啡館

KEDAI KOPI
- SEJAK 2020 -



是好的 咖啡館
X **KEDAI KOPI**
- SEJAK 2020 -

When there's an unshakeable chill in the air,
we will comfort you!



  **KEDAIKOPISG**

- 380 CLEMENTI AVE 5, S120380 -



“ **Tenderfresh Group teams up with Kimly Coffeeshop, one of the largest traditional coffee shop operators in Singapore to develop KEDAI KOPI, a new coffeeshop concept poised to deliver an unique and diverse dining experience to foodies residing in the western suburb of Singapore.** ”

SERVED BY JOINT VENTURE

1°19'06.8"N 103°46'03.1"E

LEAF IT TO US

SAMBAL STINGRAY *Banana Grill* SEAFOOD FRIED RICE

IT JUST TASTE BETTER WHEN COOKED WITH BANANA LEAF!

Banana leaves are packed with polyphenols which contain natural antioxidants that is also found in green tea. These polyphenols battle all the free radicals in the body and prevent diseases. It is also rich in polyphenol oxides which is an enzyme to treat Parkinson's disease. They also have peculiar antibacterial properties that can help kill germs in the food and aids proper digestion.

// BY TENDERFRESH GROUP //

BANANA GRILL

Opening on 28th Dec 2020, 12noon | 380 Clementi Ave 5, S120380 (beside Clement Community centre) | KEDAI KOPI

MAK-SPICY chicken cutlet, Shrimp paste chicken & XXL crispy chicken leg.

NASI LEMAK

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

Hokkien Mee, Char Kway Teow & Crispy Oyster Omelette.

HAWKERMAN

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

Lip-smacking roasted spring chicken. It's just taste better with honey!

Tenderfresh & Banana roasted chicken this Holiday season since 1978

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

Roti prata, roti john & Indian rojak perfect for supper session!

Sometimes all you need is a delicious plate of roti prata to rock the late night supper session!

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

TENDERBEST
Lip-smacking fried & roasted spring chicken and delectable western fare.

380 NASI LEMAK
From the team behind **Nasi Coco**

HAWKERMAN
The popular fusion hawker fare concept with legendary sedap Hokkien Mee.

BANANA GRILL
BBQ Speciality & Tze Char

MR TEH TARIK GROUP
KEDAI KOPI (DRINK STALL)

Bandung X Yakult in giant 500ml bottle!

From hot herbs to tangy & milky goodness, there's always something for everyone!

KEDAI KOPI

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

SERVED BY THIRD PARTY TENANTS

JOY SATAY
Satays that are smoke-kissed with charred edges with

ISTIMEWA NASI PADANG
Recently voted Top 3 Best Malay Restaurant in Bukit Merah, the popular stall have been serving their mouth-watering authentic home style cooking since 1989.

MEE BAGUS
A new noodle brand serving classic noodle dishes.

Smoke-kissed with charred edges satays for sharing!

And don't forget their 8888 premium satay.

JOY SATAY

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

Award-winning Nasi Padang & Nasi Ambeng at Clementi!

Authentic home style cooking since 1988 by husband & wife team.

ISTIMEWA NASI PADANG

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI

Ramen styled Volcano Ayam to legit sedap Mee Bagus & Mee Wanton.

Noodle by 2 passionate noodle enthusiasts, Chef Daniel Tay co-owner & Meekei Chua co-owner

MEE BAGUS

Now open at 380 Clementi Ave 5 S120380 (beside Clement Community centre) | KEDAI KOPI



BLK 380 CLEMENTI AVENUE 5



KIMLY'S 1st HALAL COFFEESHOP

“

Spanning approximately **5,000 ft²** fitted with more than **200** seating, **KEDAI KOPI** provides an array of halal dining options to choose from at an affordable value. The mission is to provide quality, convenience, and a fun environment for all to enjoy and escape from the grind of the day.

”

2021 STRATEGIC GROWTH PLANS



Expansion of Footprint

- Continue exploring possible M&A opportunities, complementing Kimly's core businesses and ecosystem.
- Continue the effort in increasing foundation leases and securing right-of-use assets.



Diversify Product Offerings

- Central Kitchen to enhance R&D effort on product offerings to cater to changing consumer preferences and meal habits resulting from Covid-19.
- Work closely with delivery platforms to churn out Popular Menu.



Accelerate Digitalisation

- Progressively deploy NETS unified Payment system (cashless payments) through 2021.
- With capabilities of accepting more than 20 types of payment provider's services, through both TAP and SGQR.



Improving Retail Operations

- Enhance hygiene and cleaning standard across all retail fronts, through horizontal expansion.
- Multi-prong approach of synergizing Central Kitchens to retail fronts, optimizing efficiency while reducing manpower reliance.

Like a Steady Ship in Rough Seas

DISCLAIMER

This presentation may contain forward-looking statements that involve assumptions, risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of a number of risks, uncertainties and assumptions. You are cautioned not to place undue reliance on these forward-looking statements, which are based on the current view of management on future events. The information contained in this presentation has not been independently verified. No representation or warranty expressed or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Neither Kimly Limited (“Company”) or any of its affiliates, advisers or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising, whether directly or indirectly, from any use, reliance or distribution of this presentation or its contents or otherwise arising in connection with this presentation. The past performance of the Company is not indicative of the future performance of the Company. This presentation is for information only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities.

This presentation has been reviewed by the Company’s sponsor, PrimePartners Corporate Finance Pte. Ltd. (the “Sponsor”). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the “Exchange”) and the Exchange assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document.

The contact person for the Sponsor is Mr Joseph Au, 16 Collyer Quay, #10-00 Income at Raffles, Singapore 049318, sponsorship@ppcf.com.sg.