

**NEWS RELEASE**

**JUMBO EXPANDS FOOTPRINT IN SINGAPORE WITH OPENING OF NEW JUMBO SEAFOOD RESTAURANT**

- *Brings total number of JUMBO Seafood outlets in Singapore to 6*
- *Located at ION Orchard, an iconic luxury retail destination situated at a prime site along Singapore's main shopping artery, and first JUMBO Seafood outlet in a Singapore shopping mall*



*JUMBO Seafood opens its sixth Singapore outlet at ION Orchard*

**Singapore, 12 December 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, today announced the opening of a new JUMBO Seafood outlet in Singapore at ION Orchard. This marks the first JUMBO Seafood outlet opened by the Group in Singapore in the past 10 years, and brings the total number of JUMBO Seafood outlets across Asia to 17.

The newly-opened JUMBO Seafood outlet at ION Orchard is the brand's first outlet that is located in a shopping mall in Singapore. JUMBO Seafood also has outlets at the East Coast Seafood Centre, Riverside Point, The Riverwalk, Dempsey Hill, and NSRCC's Changi Clubhouse.

**Mr. Ang Kiam Meng, Group CEO and Executive Director of JUMBO**, commented, "We are excited about the opening of our new JUMBO Seafood outlet, our first restaurant that is located in the heart of the country's renowned shopping precinct. While our efforts in the last 5 years have been focused in bringing our brand and sharing Singapore's heritage dishes to other parts of the region, we are constantly on the look-out for good locations to expand our JUMBO Seafood network of restaurants in Singapore, and we believe that we have found an ideal location in ION Orchard."

A landmark luxury mall in Singapore, ION Orchard is a premier shopping destination of choice for both tourists and locals alike. It has over 8 levels of retail, F&B and entertainment stores, and is situated along Orchard Road, an iconic one-way boulevard flanked by distinctive shopping malls, hotels and restaurants.

Being centrally-located – Orchard Road lies on the cusp of the shopping district in Singapore – the new JUMBO Seafood outlet is also an attractive and feasible setting for hosting corporate and business lunches and dinners. JUMBO aims to leverage the outlet's strategic location to continue to satisfy the palates of people who enjoy its signature dishes, such as the JUMBO Award-winning Chilli Crab and JUMBO Signature Black Pepper Crab.

The JUMBO Seafood outlet at ION Orchard will occupy a total floor space of over 5,400 square feet, with a seating capacity of 160 seats, which includes 4 VIP rooms – the largest of these rooms can accommodate up to 12 guests.

“JUMBO Seafood is a household name for Singaporeans and overseas visitors, and the heavy footfall of shoppers along Orchard Road bode well for the restaurant. We are optimistic that its prime location carries wide appeal to the corporates as a destination of choice to dine and conduct their business and networking sessions, ” added **Mr. Ang**.

Looking forward, JUMBO intends to open 1 more new JUMBO Seafood restaurant, 1 new Teochew cuisine restaurant and at least 2 more Tsui Wah “Cha Chaan Teng” outlets in Singapore.



## 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, Taichung, Ho Chi Minh, Bangkok, 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 13 F&B outlets in Singapore and 7 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 Bangkok, Fuzhou, Taipei, Taichung and Ho Chi Minh, and recently opened its first NG AH SIO Bak Kut Teh outlet in Taipei.

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 17<sup>th</sup> 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 (2<sup>nd</sup> 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](http://www.jumbogroup.sg).

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