

SETTING UP OF SUBSIDIARY & ACQUISITION OF LYNDENE HOTEL IN BLACKPOOL, UNITED KINGDOM

SETTING UP OF SUBSIDIARY

The Board of Directors (the "Board") of Fragrance Group Limited (the "Company", and together with its subsidiaries, the "Group") wishes to announce that the Group has incorporated a wholly owned subsidiary in the United Kingdom, known as FRAGRANCE UK-BLACKPOOL 2 LIMITED ("Fragrance UK-Blackpool 2").

Fragrance UK-Blackpool 2 is principally engaged in the activity of a property investment holding company and has a paid-up capital of GBP 1,000,000/-.

ACQUISITION OF PROPERTY

The Board wishes to announce that the Group has acquired the Lyndene Hotel located at 303-315 Promenade Blackpool, Lancashire FY1 6AN, United Kingdom (the "**Property**" or the "**Lyndene Hotel**") at the purchase consideration of GBP5,250,000.

Lyndene Hotel offers over 141 fully equipped and tastefully decorated bedrooms. On-site facilities at the Lyndene Hotel include a snack bar and a games room, as well as evening entertainment and live music. Other amenities include free wifi in public areas, a sun terrace and free parking. Overlooking the Irish Sea, this hotel is a 12-minute walk from the South Pier and a 14-minute walk from Blackpool South train station.

The acquisition of the Property is not expected to have a material impact on the net tangible assets of the Group while this hotel is expected contribute positively to the results of the Group for the current financial year ending 31 December 2017.

None of the Directors nor Substantial Shareholders of the Company has any interest, direct or indirect, in the abovementioned transaction, other than their indirect interest by virtue of their shareholding in the Company.

By order of the Board Fragrance Group Limited

Periakaruppan Aravindan

Executive Director

4 September 2017