SINGAPORE eDEVELOPMENT LIMITED

(Incorporated in Singapore)
(Company Registration No. 200916763W)
(the "Company")

FIRST-MONTH SALES PERFORMANCE OF NETWORK MARKETING SUBSIDIARY, IGALEN INTERNATIONAL INC.

The Board of Directors of Singapore eDevelopment Limited ("**SeD**" and together with its subsidiaries, the "**Group**") wishes to announce the first-month sales performance of its newly-established network marketing platform, iGalen International Inc (www.igalen.com) (**"iGalen"**), which distributes dietary supplements.

Launched in North America, iGalen achieved sales orders amounting to US$689,800 (approximately S$977,912) in the first 30 days of operations. Starting only with a ground breaking patented single product, *Emulin*+, iGalen recorded 1,500 orders across a network of 4,400 distributors.

The Board is encouraged by the first-month performance of iGalen and is confident that with the addition of new products and the enlargement of its distributor network, iGalen is on track to become one of the Group's expanded revenue streams. iGalen has global exclusivity for the distribution of *Emulin*+ in the network marketing space and allows the Group to tap on the growing biomedical industry as part of SeD's future business direction.

SeD owns a 53%-stake in iGalen, which is in line with its strategic diversification into the development, research, manufacture and distribution of biomedical products and services.

iGalen specialises in the distribution of dietary supplements. Its primary product, *Emulin*+, is a natural carbohydrate manager that helps the body better process and metabolise carbohydrates.

CAUTION IN TRADING

Shareholders are advised to exercise caution in trading their shares in the Company and to read this announcement or any further announcements by the Company carefully. Shareholders and potential investors should consult their stock brokers, bank managers, solicitors or other professional advisors if they have any doubt about the action(s) they should take.

BY ORDER OF THE BOARD

Chan Heng Fai
Executive Director and Chief Executive Officer
16 March 2017

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This announcement has been prepared by the Company and its contents have been reviewed by the Company's Sponsor Hong Leong Finance Limited (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this announcement.

This announcement has not been examined or approved by SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

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