CHOO CHIANG

CHOO CHIANG HOLDINGS LTD.

Annual General Meeting FY2023

25 April 2024

HERE IN EVERY WAY

Contents

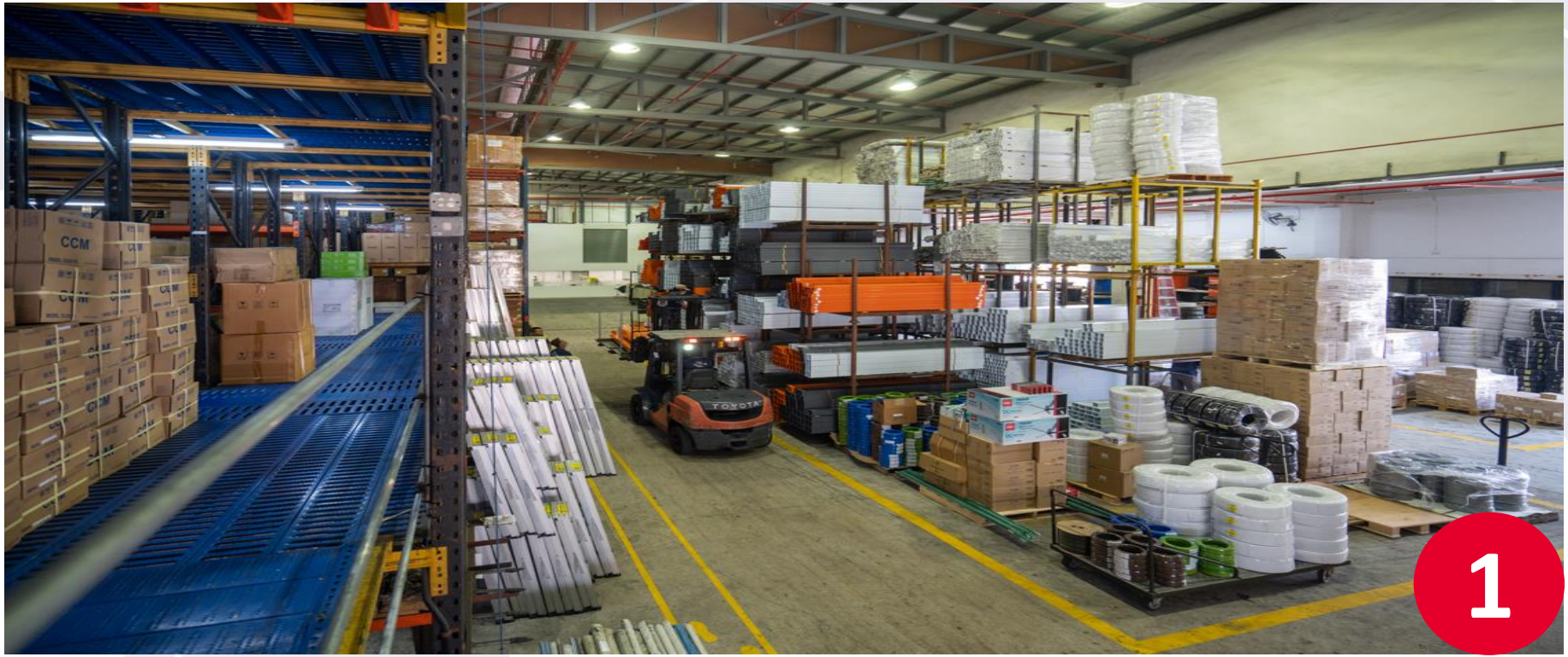
1. Business Review

2. Financial Highlights

3. 2024 Strategic Growth Plans



BUSINESS REVIEW



A Snapshot

About Us

- **ONE** of the leading retailers and distributors of electrical products and accessories in Singapore

---

- Also holds ***12***[(1)] investment properties from which we derive rental income

Market Presence



10 strategically located retail branches across Singapore

Products and Brands

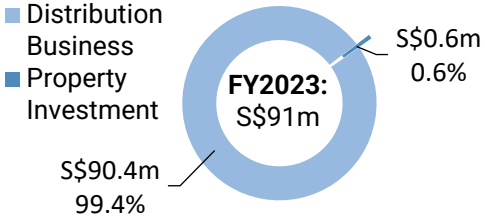
- Extensive product range for residential and industrial use
- Carries various brands

Customers

Wide Customer Base…

- Electrical contractors
- Interior designers
- Walk-in customers

FY2023 Revenue by Business Segments





[(1)] The investment properties have yet to include the 5 units of commercial property at "Food Ascent" (as announced by the Company on 27 February 2024) which is estimated to be completed by end of 2027.

Key Corporate Milestones

Set up in 1977

1977: Choo Chiang Electrical Trading Service was set up by Thomas Lim with a business partner
1991: Thomas Lim corporatised the business and Choo Chiang Marketing Pte. Ltd. was set up operating from Dunlop Street (retail branch) and Ang Mo Kio (retail branch/warehouse)

In the 1990s — Distributor and dealer for many established brands

1991: Local distributor - *Clipsal*, *Legrand* & *MK*
1995: Local distributor - *Hager*
2004: Local distributor – *Own brands, CCM* and *CRM*
2006: Authorised dealer - *Philips* (light bulbs) & *KDK* (fans)
2011: Ramped up sales of *"CCM"* and *"CRM"* brand of electrical products and accessories
2023: Local distributor – *CHINT*





Since 1990s — Over 20 years of retail presence in Singapore

1993: Opened Toa Payoh retail branch
1997: Opened Sims Avenue retail branch
2000: Opened Woodlands retail branch
2001: Opened Bendemeer and Pioneer retail branches
2002: Opened Rowell retail branch & acquired warehouse in Woodlands
2007: Opened Toh Guan retail branch
2015: Opened Ubi retail branch
2015: Opened Tampines retail branch
2018: Relocation of existing retail branch from Bendemeer Road to Hamilton Road

Developments/Achievements

2015: Listed on the SGX-ST Catalist on 29 July 2015
2016: Incorporation of Choo Chiang Properties Pte. Ltd.
2018: Launched Choo Chiang Mobile Application
2019: Incorporation of Choo Chiang Cable Support System Sdn. Bhd.
2020: (i) Repositioning Choo Chiang brand
(ii) Awarded the Certificate of Business Excellence from Enterprise Singapore
2022-2023: Ranked 91 (2022: 98) in top 100 brands in Singapore conferred by Brand Finance *(Since 2018)*
2023: Entry into Forbes Asia's "BEST UNDER A BILLION" List

Wide Retail Network Strategically Located Across Different Parts of Singapore

10 retail branches

55 sales staff

18 delivery vehicles

- Allows our customers to be able to purchase our products conveniently throughout the island
- Able to deliver our products quickly and efficiently



Extensive Range of Electrical Products and Accessories



Cables

Cable Support System





Fans

Electrical Wiring Accessories





Electrical Circuit Protection & Wiring Devices



Power tools & Hardware

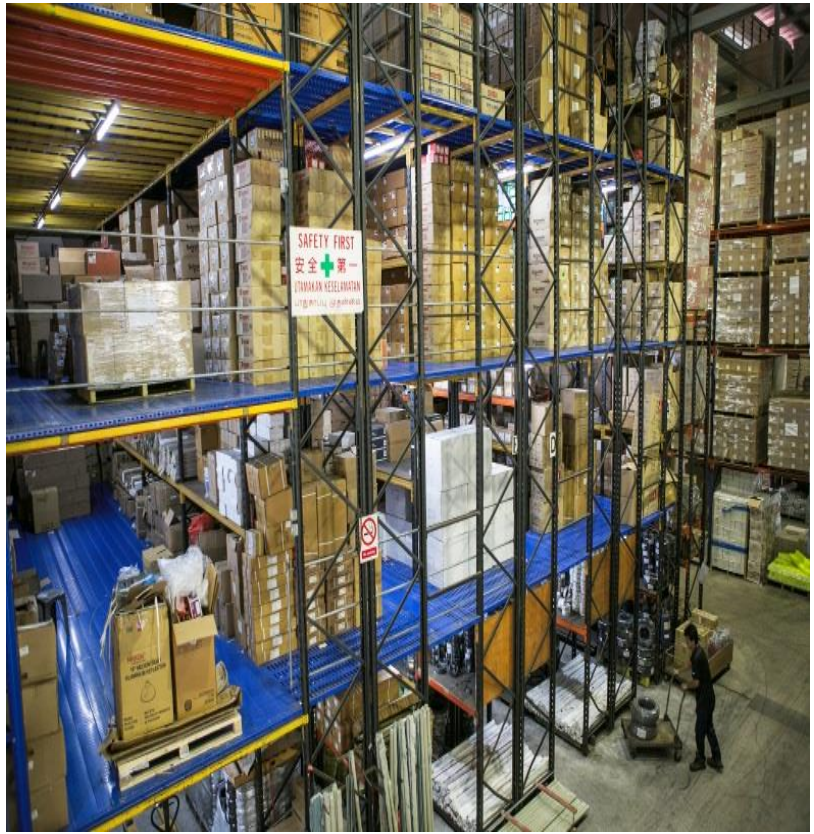


Luminaires, Lamps and Accessories

Lightning Protection



Distributor and Dealer for Many Established Brands



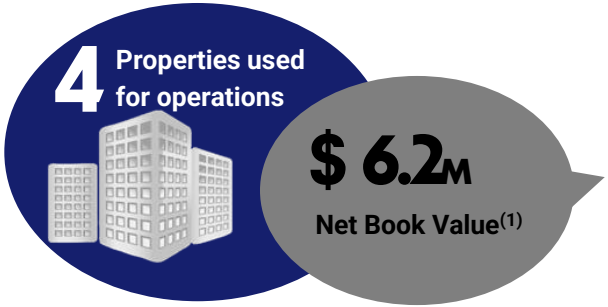
Our Properties in Singapore



We own 12 investment properties from which our Group derives rental income



Our upcoming investment properties in Singapore, the 5 new units of commercial properties located at 45 Tuas South Ave 1, Singapore 639427, known as "**Food Ascent**"



Our Group also holds 4 properties which are used as our retail branches for our operations

- Woodlands (warehouse & retail branch)
- Pioneer branch
- Rowell branch
- Ubi branch

(1) Net book value and Market Value as at 31 Dec 2023

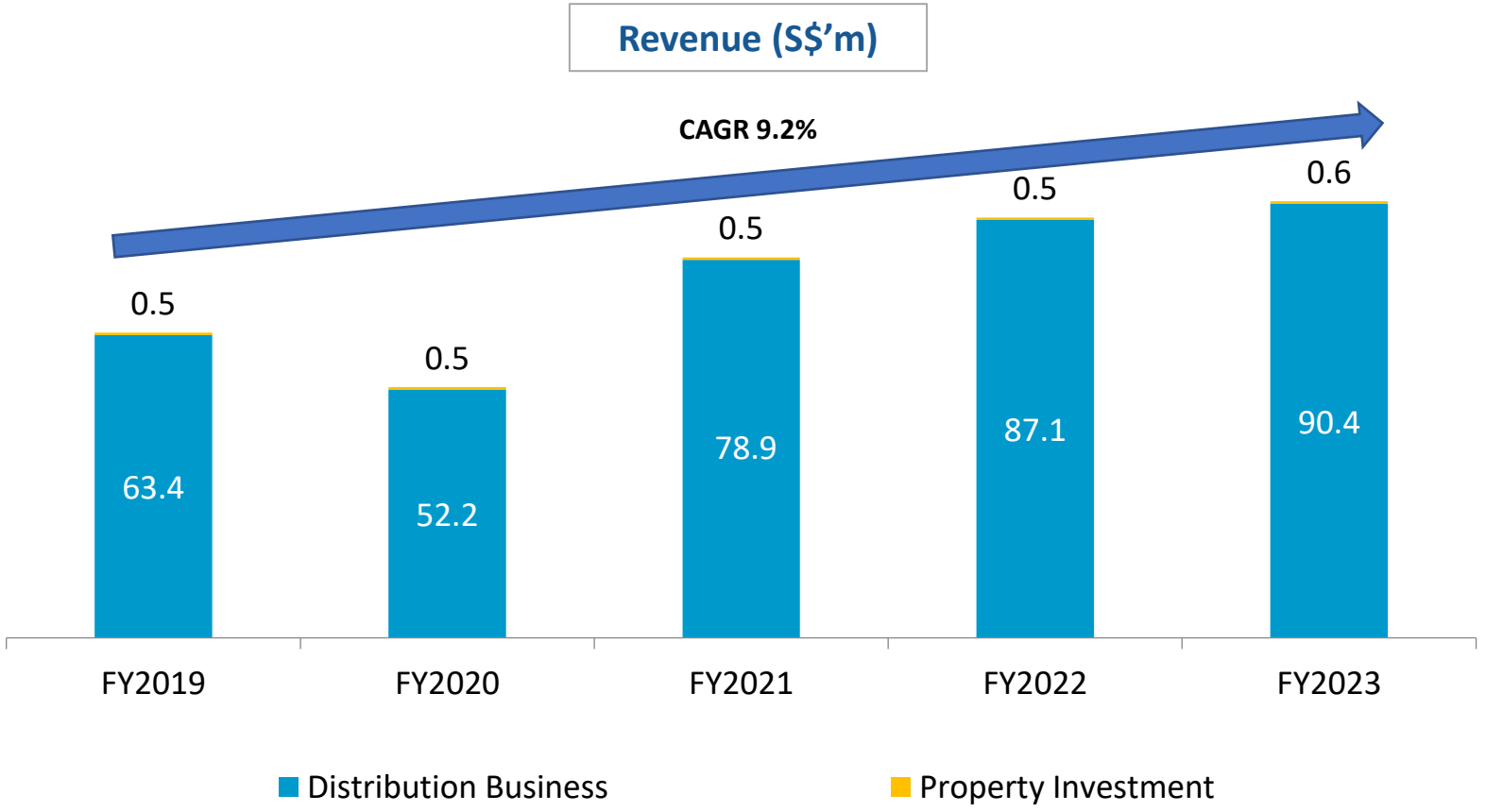
Awards and Achievements

Year	Award/Certification	Award Organisation
2023	Forbes Asia “BEST UNDER A BILLION” List	Forbes Asia
2023 (Since 2018)	Ranked 91 in Brand Finance Singapore Top 100 (2022: ranked 98)	Brand Finance
2020	Business Excellence Award	Enterprise Singapore
2018	Singapore SME 1000 Company	DP Information Group
2014 (Since 2004)	Legrand Top Customer of the Year	Legrand (Singapore)
2011	Schneider Electric Top Performance – Premium Products	Schneider Electric
2011 (2008 & 2009)	Singapore SME 1000 Company	DP Information Group
-	bizSAFE Level 3	Workplace Safety and Health Council
-	ISO 9001:2008 (Quality Management Systems Standards)	Anglo Japanese Registrars Pte. Ltd.
-	ISO 9001:2015 (Quality Management Systems Standards)	SOCOTEC Certification Singapore Pte. Ltd.

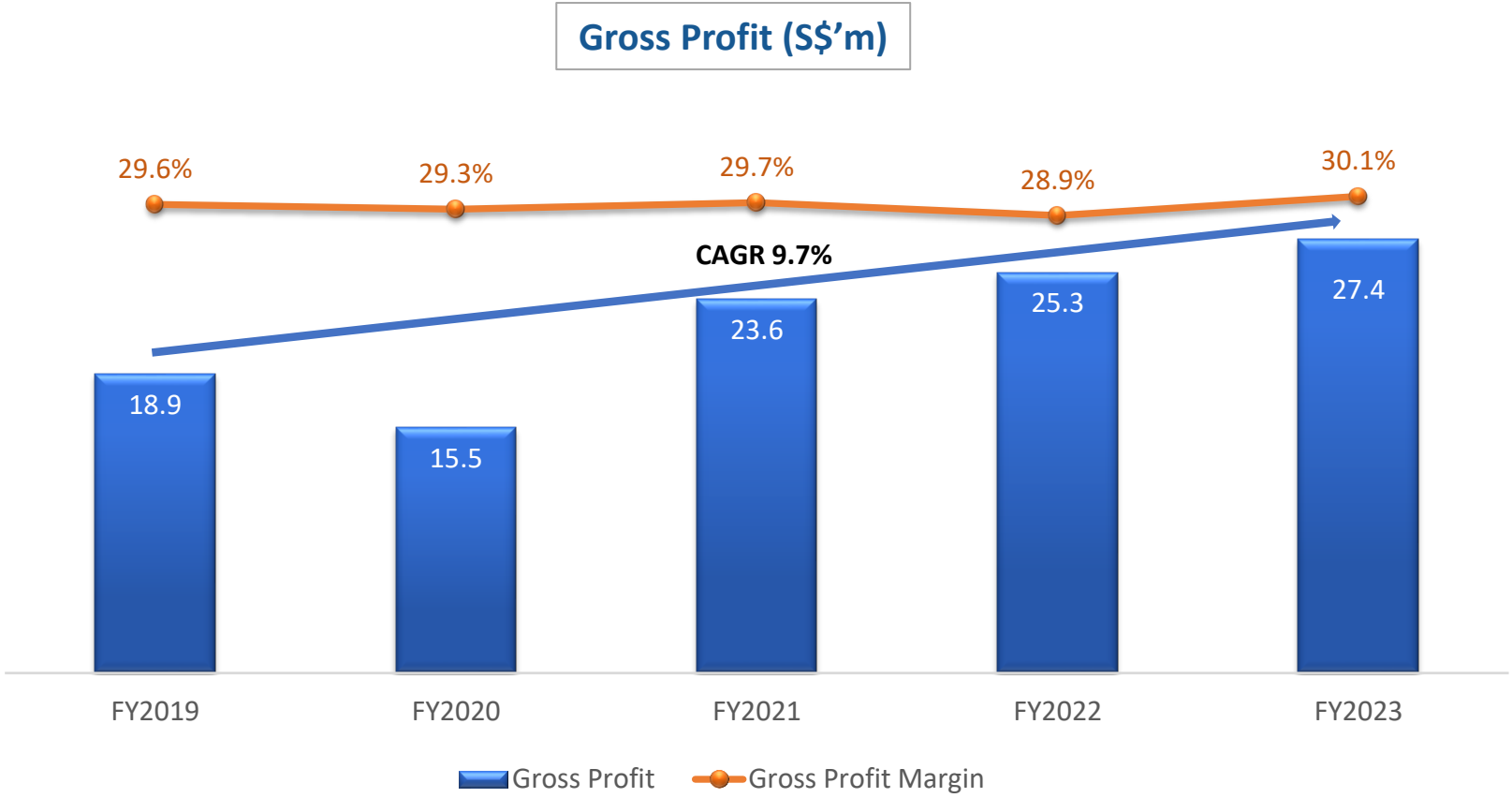
FINANCIAL HIGHLIGHTS



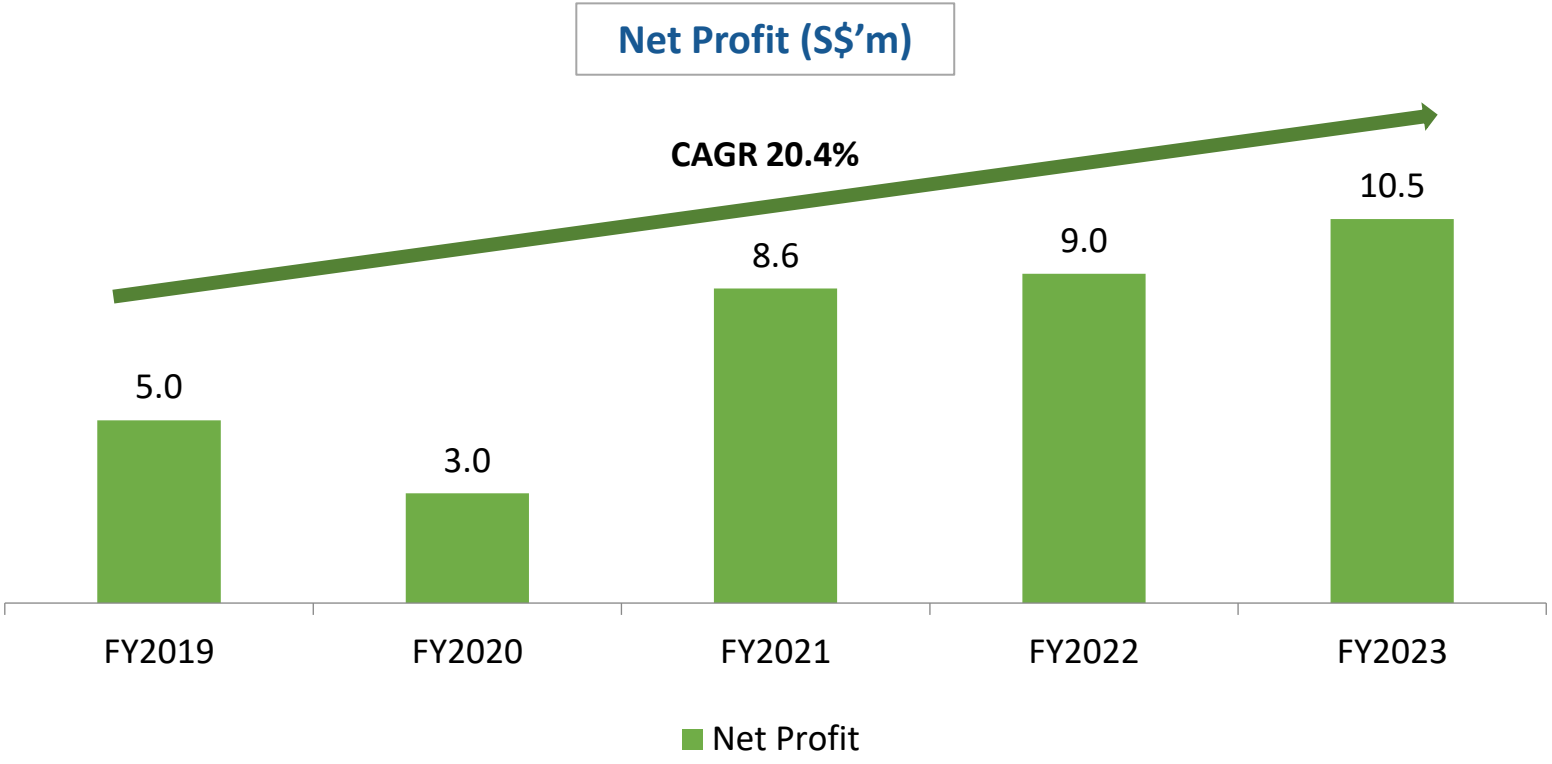
Financial Statistics



Financial Statistics

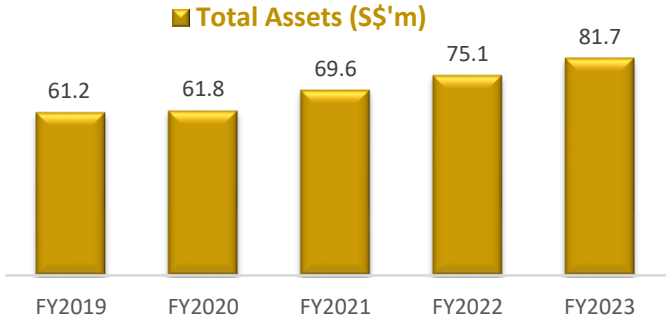


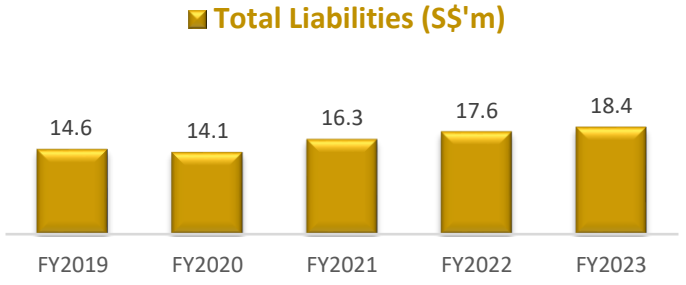
Financial Statistics

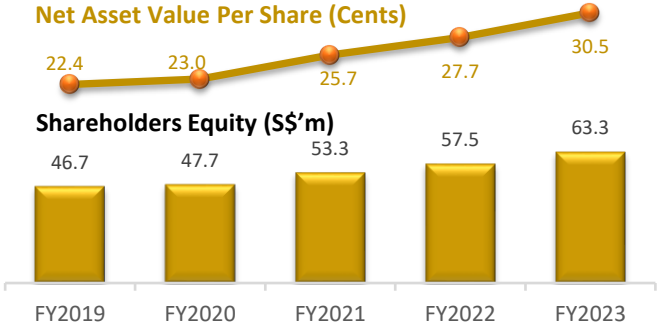


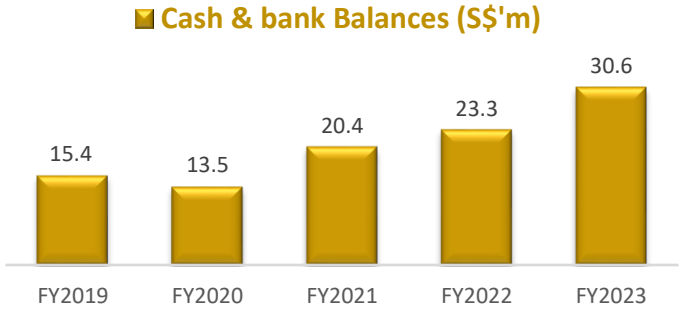
Financial Statistics

Strong Balance Sheet

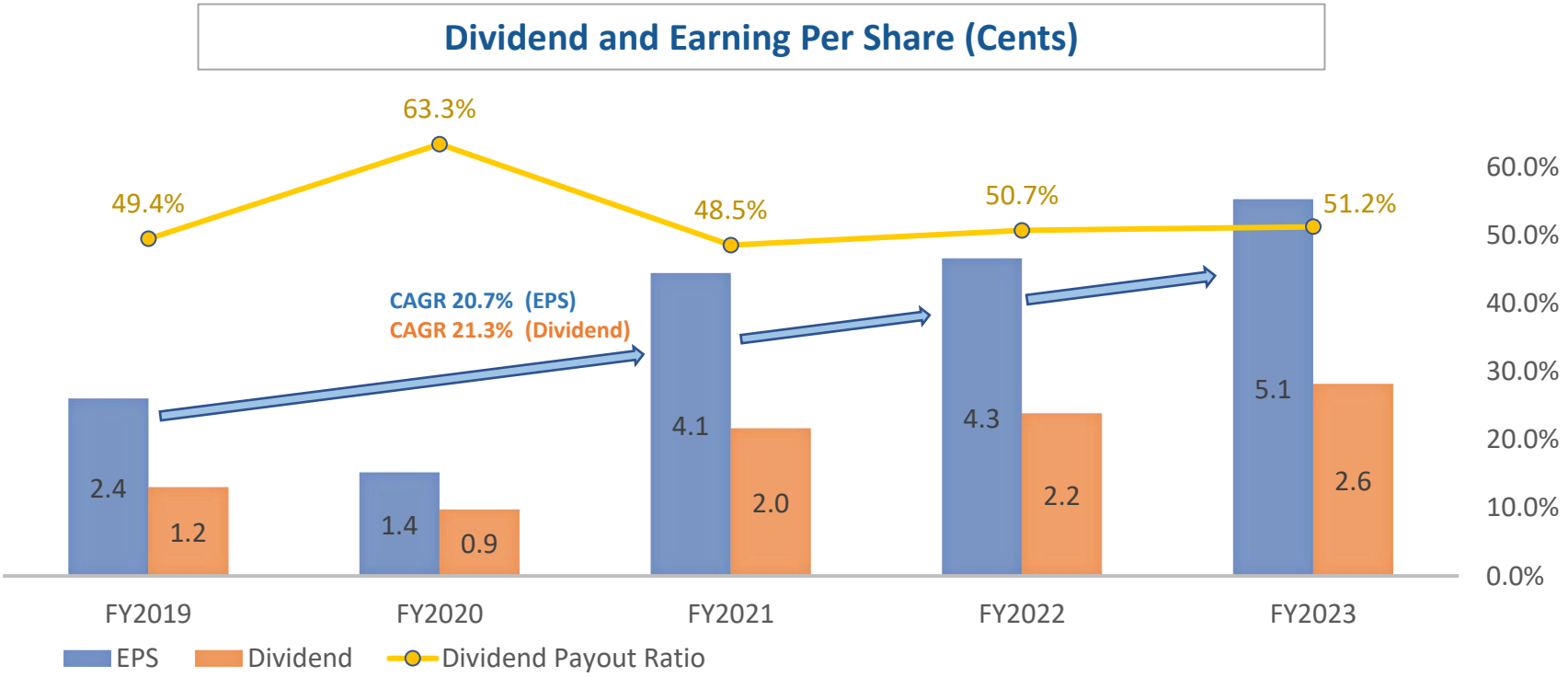








Financial Statistics



2024 STRATEGIC GROWTH PLANS



Our Strategies

Prudent Expansion of Retail Network

- We will continue expanding our retail network in Singapore subject to, *inter alia,* market conditions, availability of good location and other relevant business considerations.



Extension of our services via CCM brand

- Providing direct electrical and lighting solutions for developments and projects within Singapore via the CCM brand.



Widening Our Brand's Product Range

- On the product level, the Group intends to reinforce and strengthen its market position in Singapore by widening the range of products sold under its "CCM" and "CRM" brands.

Disclaimer

This presentation is for information purposes only and does not constitute or form part of an offer, solicitation, recommendation or invitation for the sale or purchase or subscription of securities in Choo Chiang. No part of it nor the fact of its presentation shall form the basis of or be relied upon in connection with any investment decision, contract or commitment whatsoever.

The information and opinions in this presentation are provided as at the date of this document (unless stated otherwise) and are subject to change without notice, their accuracy are not guaranteed, represented or warranted and they may not contain all material or relevant information concerning the Company or the Company and its subsidiaries (collectively, the "Group"). Neither the Company nor its related corporations, affiliates, nor any of their respective directors, officers, partners, employees, agents, representatives or advisers make any representation or warranty regarding, and assumes no responsibility, obligation or liability whatsoever (in negligence or otherwise) for, the accuracy or completeness of, or any errors or omissions in, any information contained herein nor for any loss howsoever arising from any use of this presentation. Further, nothing in this presentation should be construed as constituting legal, business, tax, investment or financial advice.

The information contained in this presentation includes historical information about and relevant to the Group or the Group's businesses that should not be regarded as an indication of the future performance or results of the Group or such businesses. Certain statements in this presentation constitute "forward-looking statements". These forward-looking statements are based on the current views of the Group concerning future events, and necessarily involve risks, uncertainties and assumptions, which may change over time. These statements can be recognised by the use of words such as "expects", "plans", "will", "estimates", "projects", "intends" or words of similar meaning. Actual future performance could differ materially from these forward-looking statements, and no assurance is given that future events will occur, that projections will be achieved, or that the Group's views are correct, nor should you rely on these forward-looking statements for any purpose. The Company does not assume any responsibility to amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise, subject to compliance with all applicable laws and regulations and/or the rules of the Singapore Exchange Securities Trading Limited and/or any other regulatory or supervisory body or agency.

This presentation has been reviewed by the Company's sponsor, SAC Capital Private Limited ("Sponsor"). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the "SGX-ST") and the SGX-ST assumes no responsibility for the contents of this presentation, including the correctness of any of the statements or opinions made or reports contained in this presentation.

The contact person for the Sponsor is Ms Charmian Lim, at 1 Robinson Road #21-00 AIA Tower Singapore 048542, Telephone: +65 6232 3210.

END

THANK YOU