



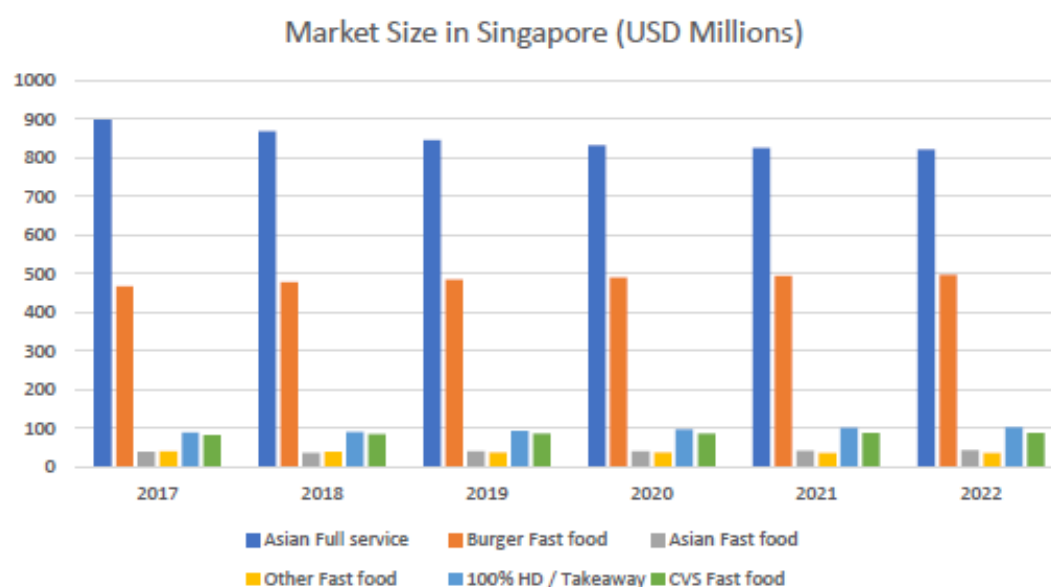
SGX/MEDIA RELEASE – FOR IMMEDIATE RELEASE

No Signboard Announces Entrance into Fast Food Business by Launching “Hawker” Offering Burgers with a Local Taste



- No Signboard to establish a new fast food chain – the Hawker QSR (the “**Hawker**”), a wholly owned subsidiary of the Group, where it intends to invest approximately S\$0.5 million per outlet to grow the business
- No Signboard is planning to open the first outlet by end 2018 and have at least three outlets by early 2019, targeting consumers in the Central, East and West regions of Singapore
- The Hawker will feature state-of-art infrastructure to smoothen the ordering process and seeks to partner multiple delivery platforms to generate more sales

SINGAPORE, 27 June 2018 – No Signboard Holdings Ltd.’s (“無招牌控股有限公司”) (“No Signboard”, and together with its subsidiaries, the “Group”), a leading food and beverage (“F&B”) player in Singapore with a track record of over 30 years, will be entering into a fast food business – the Hawker to offer Singaporean consumers “hawker-themed” burgers, wraps and buns. The localised food menu serves an extensive selection like chilli crab burger, black pepper crab burger, Hainanese chicken rice burger, nasi lemak burger and roti prata wrap etc. The Group aims to secure Halal certification for the fast food chain as well as relevant permits to operate the chain 24/7. The outlets will also feature self-cashiering point-of-sale, free Wifi and charging stations, IPAD and automated dessert stations.



HD – Home Delivery

CVS – Convenience Stores

Source: Fast Food in Singapore 2017, Euromonitor

The fast food segment contributed S\$1.1 billion in operating receipts in Singapore in 2016¹. Singapore's fast food market is expected to grow between 5% to 10% per year towards 2022 with more significance on Asian fast food². In addition, the Group is in discussions with food delivery platforms like GrabFood, Deliveroo and Food Panda to generate more takeaway sales which are not restricted by seating capacity in dine-in outlets. The market size for home delivery and takeaway is expected to reach approximately US\$100 million in Singapore by 2022².

This business venture into the Hawker fast food chain, which requires a setup costs of approximately S\$0.5 million per outlet, will be initially funded by 20% from the IPO proceeds and 80% through bank loans. This is to ensure the Group maintains its fiscal responsibility to shareholders while keeping sufficient reserve funds to support the Group's expansion plan.

Commenting on this new business venture, **Mr Sam Lim (林荣森), Executive Chairman and Chief Executive Officer of No Signboard** said, "This is an exciting time for our Group to be in – a growth phase in our history. For the first time after over 30 years of being in the seafood restaurant business, our Group is branching out to fast-moving and higher turnaround fast food business. This will allow our Group to cater to the ever-changing palates of the Singaporean consumer and is in line with our Group's core strategy to add diversity to our Group's restaurant business portfolio.

¹ www.singstat.gov.sg/statistics/visualizing-data/infographics/food-and-beverage

² Fast Food in Singapore 2017, Euromonitor

The Hawker will enable us to serve a different demographic and consumer group from our traditional seafood restaurant business, where they seek greater convenience and speed of consuming their meals.

Our Group has observed the success of McDonald's nasi lemak burger campaign in 2017. Therefore, we are very keen to seize this opportunity and ride on this rising trend of Asian fast food. Moreover, our Group is well-equipped to provide fast food with an authentic spot-on local flavor.

Our Group will continue to deliver new restaurant concepts to cater to the demands of different types of consumers, to increase diversity in our revenue streams and to enhance our shareholder value going forward."

END

About No Signboard Holdings Ltd. (Bloomberg Ticker: NSB SP EQUITY)

No Signboard Holdings Ltd. (無招牌控股有限公司), which traces its origins to the late 1970s, is a leading lifestyle F&B player in Singapore. It is principally engaged in operating a chain of seafood restaurants under its *No Signboard Seafood* brand. The Group also has a Beer Business which promotes and distributes its *Draft Denmark* brand of beer, and a Ready Meal Business, which will distribute ready meals under its *Powered by No Signboard* endorsement.

Backed by a track record of over 30 years of quality cuisine and customer focused service, the *No Signboard Seafood* brand of premium seafood restaurants is one of the leading seafood restaurant chains in Singapore. It is also widely known for its signature White Pepper Crab dish created by its founder Mdm Ong Kim Hoi, which is one of its bestselling dishes.

A testament to its strong branding, the Group has received numerous accreditations and awards over the years including the SG50 Prestige Enterprise Award 2015/2016 – Singapore's Top F&B Brand for Seafood Category for its Restaurant Business and the Outstanding Brands – Beer 2016 for its Beer Business.

The Group was successfully listed on the Catalist of the Singapore Exchange Securities Trading Limited ("SGX-ST") on 30 November 2017.

For more information, please visit nosignboardseafood.com

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