



F J BENJAMIN SECURES EXCLUSIVE RIGHTS FOR LA VIE EN ROSE IN MALAYSIA AND SINGAPORE

SINGAPORE, 18 August 2025 — F J Benjamin Holdings Ltd (“FJB”, and together with its subsidiaries “Group”) is pleased to announce that its wholly-owned subsidiary, F J Benjamin (M) Sdn. Bhd., has signed an exclusive retail agreement with La Vie en Rose International Inc., (“Agreement”) securing the rights to operate the *la Vie en Rose* brand in Malaysia and Singapore.

The Agreement shall become effective as of 15 October 2025 and shall remain in effect for an initial term of five (5) years with options, subject to mutual agreement, to renew for up to four (4) additional five (5) year periods.

Douglas Benjamin, Group Chief Executive Officer (“CEO”) of FJB, said the Group is “honoured to partner with such an esteemed company,” adding that, *“La Vie en Rose offers an impressive range of lingerie and loungewear, led by a capable and pragmatic team. The brand has wide demographic appeal and we’re eager to begin this journey together.”*

Alessandro Caruso, CEO of La Vie en Rose International Inc., called FJB “a well-established and trusted group in Southeast Asia,” and noted that, *“Their operational strength and market knowledge make them an ideal partner. We’re confident they’ll help us build a strong footprint in both Malaysia and Singapore.”*

About F J Benjamin Holdings Ltd (www.fjbenjamin.com)

With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer-driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1995 (Ticker: F10), F J Benjamin Holdings Ltd has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 159 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

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About Boutique la Vie en Rose Inc.

Founded in 1985, Boutique *la Vie en Rose* Inc. is a Canadian leader in lingerie, loungewear, sleepwear, and swimwear. Acquired by François Roberge in 1996 and based in Montréal, the company operates over 400 stores across Canada, the United States, and more than 20 international markets. It manages two distinct brands: *la Vie en Rose* and Bikini Village. *La Vie en Rose* focuses on high-quality, affordable products for women, while Bikini Village curates top global swimwear and beachwear labels for men and women.

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This press release has been reviewed by F J Benjamin Holdings Ltd's sponsor, ZICO Capital Pte. Ltd. (the "Sponsor").

This press release 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 press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Ms Goh Mei Xian, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone: (65) 6636 4201.

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