



KITCHEN CULTURE HOLDINGS LTD.

(Company Registration No: 201107179D)

(Incorporated in the Republic of Singapore on 25 March 2011)

INCORPORATION OF A SUBSIDIARY

The Board of Directors (the “**Board**”) of Kitchen Culture Holdings Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) wishes to announce that KHL Marketing Asia-Pacific Pte Ltd, a wholly-owned subsidiary of the Company, has incorporated a wholly-owned subsidiary, Kitchen Culture (Sichuan) Co. Ltd (“**KC Sichuan**”), in the People’s Republic of China.

KC Sichuan was incorporated with a registered capital of RMB1,000,000. Its principal activities include the sale and distribution of kitchen systems, kitchen appliances, wardrobe systems, household furniture and appliances in Chengdu city within Sichuan Province, People’s Republic of China. The legal representative of KC Sichuan is Mr Lim Wee Li, our Executive Chairman and Chief Executive Officer.

The incorporation of KC Sichuan was funded by internal resources and is not expected to have any material impact on the consolidated net tangible assets per share and earnings per share of the Group for the current financial year ending 31 December 2014.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the incorporation of KC Sichuan, other than through their shareholdings in the Company.

By order of the Board

Lim Wee Li
Executive Chairman and Chief Executive Officer
31 March 2014

*This announcement has been prepared by the Company and its contents have been reviewed by the Company’s sponsor (“**Sponsor**”), Canaccord Genuity Singapore Pte. Ltd. for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”). Canaccord Genuity Singapore Pte. Ltd. has not independently verified the contents of this announcement.*

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes 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.

The contact person for the Sponsor is Mr Alex Tan, Chief Executive Officer, Canaccord Genuity Singapore Pte. Ltd., at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854-6160.