

NEWS RELEASE

DOUBLE BLESSINGS IN THE YEAR OF THE GOAT FOR NEO GROUP – RECORD-BREAKING ORDERS FOR LUNAR NEW YEAR AND RANKED AS NUMBER ONE EVENTS CATERER IN SINGAPORE¹

- **1,189 events catered on the first day of Lunar New Year**
- **Delighted 133,157 guests over the eve and 15-day Lunar New Year period, topping last year's record**
- **No. 1 Events Caterer with 10% market share in a S\$362.6 million events catering market²**



¹ As defined in Euromonitor International report, "Events Catering Services in Singapore", dated December 2014 whereby events catering refers to food catering services provided for social or corporate events only

² Based on customer value spend

Singapore, 10 March 2015 – Neo Group Limited ("Neo Group" or together with its subsidiaries, the "Group") (梁苑集团有限公司), a leading food catering group in Singapore, is pleased to announce that it has set a new record in the Singapore Book of Records for the number of events catered for on the first day of the Lunar New Year this year, breaking its previous record. At the same time, a study conducted by Euromonitor reported that the Group has once again emerged as the top events caterer in the year of 2013.

Record-Breaking Number of Events Catered on 19 February 2015

In total, the Group served 1,189 events around Singapore on 19 February 2015 and has been officially recognised by the Singapore Book of Records as of 6 March 2015, marking another milestone in the Group's achievements. The Group also achieved a new high of catering for 31,475 guests on the first day of the Lunar New Year.

Its winning streak stretched over the eve and 15-day Lunar New Year period from 18 February 2015 to 5 March 2015, with the Group satiating the palates of 133,157 guests.

Mr. Neo Kah Kiat (梁佳吉), Founder, Chairman and CEO of the Group said, "We are delighted to have recorded another successive year-on-year gain in Lunar New Year sales. Our shift to larger premises at 1 Enterprise Road last year has resulted in significant increases to our kitchen capacity, thereby providing an efficient fulfilment of increased orders. Technological innovation has been effective in improving our operational efficiency, while maintaining the quality of our food. With our new kitchen being fully operational since January 2015, we remain highly scalable and will be introducing a greater variety of menus to meet the increasingly sophisticated taste buds of our customers and bring greater convenience to the busy lifestyles today. As we grow the business, we continue to seek more ways to win our customers' hearts."

Neo Emerges As Top Events Caterer

“At the same time, I am pleased to announce that we have once again emerged as Singapore’s No. 1 events caterer with a 10% market share. We are confident that there is much more room to grow and we will continue to introduce new brands and concepts, tapping on our strong market recognition and a higher kitchen capacity. Concurrently, we will continue to place a strong emphasis on food quality, beautiful setup and personalised customer service to encourage customer loyalty,” added Mr. Neo.

Euromonitor International’s December 2014 publication has shown that Neo Group captured the biggest market share in the year of 2013, at 10.0% in the events catering market, which is estimated to be worth S\$362.6 million by customer value spend. This is largely due to its successful marketing, variety of international menus, and technology-intensive kitchen processes.

Neo Group has also been recognised for its ability to leverage on technological innovations to improve its competitiveness. The Group was recently conferred the Awards of Excellence in the Food and Beverage sector of the Singapore Productivity Awards. “We have numerous productivity-related projects, from kitchen automation to new and dedicated systems in planning logistics and orders. Such projects have driven Neo Group to remain highly competitive while maintaining our philosophy of always delighting our customers,” said Mr. Neo.

About Neo Group Limited

Neo Group Limited is a leading food catering group in Singapore. Established since 1992, the Group possesses an award-winning track record and is one of the most recognised brand names in Singapore. The Group has been ranked as the number one events caterer in Singapore since 2010.³

The Group is involved in the Food Catering, Food Retail and Food and Catering Supplies businesses and combines their synergistic qualities to bring customers top value in delivering fresh and tasty meals on time.

Under its Food Catering Business, the Group operates four brands – Neo Garden, Orange Clove, Deli Hub and Best Catering. All four brands supply buffets spanning a wide variety of styles and prices to suit a diverse range of occasions, from private to corporate to community functions. In addition, Best Catering offers daily meal delivery services to customers.

For the Food Retail Business, the Group operates a chain of 25 umisushi outlets across Singapore and a licensed outlet in Jakarta, Indonesia, as of 28 February 2015. It serves a variety of high-quality Japanese food at affordable prices at convenient locations.

³ As defined in Euromonitor International report, “Events Catering Services in Singapore”, dated December 2014 whereby events catering refers to food catering services provided for social or corporate events only

The Group also operates *issho izakaya*, a Japanese drinking and dining establishment and *NANAMI UDON*, which offers favourite Japanese Tempura and Udon meals at great value and convenience. Recently, the Group opened *LJJ Café*, a '60s inspired eatery that is located at the quaint neighbourhood shophouse at Circuit Road, and acquired two other brands – *Choz* and *Fu Yuan*. *Choz* provides traditional Chinese wedding cakes and full-month celebration cakes packages whilst *Fu Yuan* offers assorted *nonya kuehs* and traditional handmade snacks for every occasion.

To support the logistical needs of its Food Catering and Food Retail businesses, the Group's Food and Catering Supplies Business sources for ingredients and materials directly from manufacturers and distributors to ensure higher quality control within the Group, as well as timely deliveries. It also supplies ingredients and Japanese food products to third parties.

The Group also operates a flowers and gifts business, *I DO Flowers & Gifts*, which supports buffet settings and provides flowers and gifts through an online platform for a variety of occasions, catering to a wide range in budget.

IMPORTANT NOTICE

This news release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, CIMB Bank Berhad, Singapore Branch (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"), this being the SGX-ST Listing Manual Section B: Rules of Catalyst. The Sponsor has not independently verified the contents of this document.

The document has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document. The contact person for the Sponsor is Mr. Yee Chia Hsing, Head, Catalyst. The contact particulars are 50 Raffles Place, #09-01 Singapore Land Tower, Singapore 048623, telephone: +65 6337 5115.

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