

Mary Chia Acquires 80% of Monsoon Hairdressing Group for Synergistic Expansion

- **Enlarged Group to offer a holistic suite of enhanced hair, beauty and wellness services and products to an entrenched base of customers**
- **Proposed issuance of approximately 5.56 million shares at S\$0.144 per share to raise approximately S\$800,000 to support the Proposed Acquisition**

Singapore, 27 October 2020 – **Mary Chia Holdings Limited** (“**MCH**” and together with its subsidiaries, the “**Group**”), a leading homegrown wellness lifestyle service provider, is pleased to announce that its wholly-owned subsidiary, M2 Group Pte. Ltd. (“**MGPL**”) had entered into a sale and purchase agreement with Mr Lee Eng Tat (“**Addy Lee**”) for MGPL to acquire 80% of five (5) target companies (“**Target Companies**”) under the Monsoon Hairdressing group of companies (“**MHG**”) for an aggregate consideration of approximately S\$3.05 million (the “**Proposed Acquisition**”).

The Target Companies are primarily in the business of providing hair services and hair care products. The aggregate consideration of approximately S\$3.05 million for the 80% stake in MHG which was arrived at an arm’s length negotiation between MCH and Mr Addy Lee, will be satisfied by way of 50% cash consideration and the remaining 50% will be satisfied by way of issuance of new shares in the capital of MCH, subject to the stipulated conditions.

Commenting on the Proposed Acquisition, Ms Wendy Ho, Chairman and CEO of MCH said, “**We are delighted to have Addy and his Monsoon Hairdressing group of companies join the Mary Chia group. We believe that our established operations and strong customer base will benefit immensely from our merger. Operationally, we will be able to achieve greater economies of scale between the two groups with higher efficiency and better cost management as a result of streamlined marketing and administrative support. More importantly, Mary Chia will be able to leverage Addy’s established overseas presence, particularly in China, to expand our reach in the Chinese market swiftly.**

We believe our well-established brands and entrenched base of customers will also allow cross-selling of products and services as we leverage on each other’s strengths – Monsoon in hairdressing and haircare and Mary Chia in physical beauty and wellness, to offer a holistic suite of enhanced hair, beauty and wellness services and products to our existing customers.”

Added Mr Addy Lee of MHG, **“Monsoon Hairdressing has collaborated with Mary Chia on several events over the years, and we continue to work well together. During this pandemic crisis in particular, we saw our interests aligned, and we believe that we can ride on the growth prospects of coming together, working together and achieving together. We believe our synergistic partnership will bring the enlarged group to a new level of growth in the beauty and wellness sector.”**

MCH had on the same day, entered into a subscription agreement with I Concept Global Growth Fund to issue an aggregate of 5,555,556 new ordinary shares at an issue price of S\$0.144 for each share, raising an aggregate cash consideration of S\$800,000. The amount raised is intended to make part payment of the consideration for the Proposed Acquisition.

MCH will update shareholders on the progress and completion of the Proposed Acquisition as and when appropriate.

About Monsoon Hairdressing Group of Companies

Monsoon Hairdressing group of companies is in the business of providing hair services and hair care products. Founded by celebrity hair stylist Mr Addy Lee in 1994, the group started out providing hair services in Singapore under the Monsoon Hair Saloon brand. Since then, Monsoon has grown, to comprise multiple brands and outlets in Singapore, Malaysia and China, catering to various consumer segments. In Singapore, Monsoon is known to be popular among local celebrities. It is also known for its annual Monsoon Hair Show, which draws in many of those in the trade from all over the world.

With its vast expertise and knowledge on hair care, Monsoon also works with top hair experts, doctors and dermatologists to develop its own range of professional hair care products marketed under the brand “Hatsuga”. It has also collaborated with other hair care brands such as TRESemmé, to roll out hair care products.

About Mr Addy Lee

Mr Addy Lee is the founder of Monsoon, and is known as Singapore’s leading celebrity hair stylist. Born in Penang, Mr Lee started cutting hair at the age of 13, and has never looked back since. He established Monsoon in 1994, with its first outlet located at Bukit Timah Plaza. Mr Lee is known for his creativity and skills, as well as his work with diverse fashion brands. Mr Lee was a recipient of the 2012 Successful Entrepreneur (Platinum Category) award, which recognises entrepreneurs demonstrating outstanding performance.

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This media release is to be read in conjunction with the Company’s announcements posted on the SGX website on 27 October 2020.

MARY CHIA HOLDINGS LIMITED

(Stock Codes – SGX: 50X | Bloomberg: MCH SP | Reuters: 50X.SI)

Mary Chia Holdings Limited (“**MCH**” and together with its subsidiaries, the “**Group**”) is one of the leading wellness lifestyle service providers in Singapore, with professional expertise in providing premium and quality skincare and wellness lifestyle services. The Group has two main business activities: the provision of (i) wellness services, and (ii) wellness products.

MCH offers a wide range of quality wellness services including beauty and facial services, slimming services, spa and wellness therapies, as well as medical aesthetic services. These services are offered under specific brand names: “Mary Chia”, “Urban Homme”, “Masego”, “Huang Ah Ma”, “Scinn Medical Centre” and “Dr Scinn”, to serve distinct segments of consumers.

To complement its wellness services business, the Group also markets and distributes skincare and wellness products in the form of consumables and topical applications, under its “MU” and “Organica” brands. Its “MU” products are mainly sold at its wellness centres, while “Organica”, the Group’s premium brand of skincare and wellness products, is sold through its extensive direct selling network.

MCH is listed on the Catalist Board of the Singapore Exchange since 11 August 2009.

Issued for and on behalf of **Mary Chia Holdings Limited** by:



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*This media release has been reviewed by the Company's sponsor, SAC Capital Private Limited (the “**Sponsor**”).*

*This media release has not been examined or approved by the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) and the SGX-ST assumes no responsibility for the contents of this media release, including the correctness of any of the statements or opinions made or reports contained in this media release.*

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