

**MEDIA RELEASE**

## **Bromat entered into a non-binding MOU to collaborate on bringing F&B Concepts to Chengdu International Expo Park**



- The non-binding memorandum of understanding represents the Group's first overseas venture since trading resumption in March 2024

**SINGAPORE, 25 November 2024 – Bromat Holdings Ltd.** (“Bromat”, and together with its subsidiaries, the “**Group**”), a food and beverage (“**F&B**”) player in Singapore, is pleased to announce the entry into a non-binding memorandum of understanding (“**MOU**”) with Greenwillow Creative Ventures Pte Ltd to operate and manage F&B activities in the Chengdu International Expo Park which is built as Chengdu's premier digital cultural and creative landmark as an international consumer destination.

Chengdu is the capital of Sichuan Province and ranks 39th on the Global Financial Centres Index 36, 13th among cities in Asia/Pacific Region<sup>(1)</sup>. As of February 2022, the city has given green light to a total of 566 newly established foreign-funded enterprises, with cumulative foreign direct investment of \$25.9 billion, and 377 Fortune Global 500 companies have offices in the city.<sup>(2)</sup> The United Nations Educational, Scientific and Cultural Organization (UNESCO) designated it as a Creative City in 2010. Forbes, Fortune, and the World Bank listed Chengdu as one of “The Next Decade’s Fastest Growing Cities Globally”, “The World’s Best Emerging Business Cities” and the “Benchmark City for Investment Environment in Inland China” respectively. Chengdu is considered one of the most liveable cities in China.<sup>(2)</sup>

Chengdu has a total permanent population of more than 20 million and as of 2023, is the fourth largest city in China.<sup>(3)</sup>

Chengdu International Expo Park (the “**Expo Park**”), spanning 720 hectares, is strategically positioned near a transport-oriented development zone with both residential and business districts. With its excellent connectivity to Machangba Station and major highways opens up access to a substantial consumer market, with a nearby population of around 2 million. As part of a transformational initiative with local and international partners, the Expo Park is set to become a 'Complete Event Solution in One Park.' The project will feature diverse facilities, including a world-class international convention center and concert facilities, an international food street, a water park, an Esports arena, and XR World—Asia’s largest Virtual Reality (VR)/ Augmented Reality (AR) center.

Commenting on the collaboration, **Mr Lim Teck-Ean, Executive Director and Chief Executive Officer of Bromat** said, “We are excited about this opportunity to embark on our first venture in Chengdu. This is part of the series of strategic initiatives as we continue to expand our product and service offerings as we continue to grow our existing businesses. We would like to thank our business partners and our valued customers for their ongoing support. We will continue to explore opportunities both locally and regionally to expand our business.”

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(1) Extracted from [https://www.longfinance.net/media/documents/GFCI\\_36\\_Report\\_2024.09.24\\_v1.1.pdf](https://www.longfinance.net/media/documents/GFCI_36_Report_2024.09.24_v1.1.pdf)

(2) Extracted from <https://www.britchamswchina.org/chengdu/>

(3) Extracted from [https://en.wikipedia.org/wiki/List\\_of\\_cities\\_in\\_China\\_by\\_population](https://en.wikipedia.org/wiki/List_of_cities_in_China_by_population)

### **About Bromat Holdings Ltd.**

Bromat Holdings Limited (formerly known as No Signboard Holdings Ltd.) is a lifestyle F&B operator and institutional catering provider in Singapore. The Group operates restaurants and various public and institutional catering servicing multiple sites across Singapore.

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 [bromat.sg](http://bromat.sg)

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### **IMPORTANT NOTICE**

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

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