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(Incorporated in the Republic of Singapore)

Press Release – For Immediate Release

MS HOLDINGS SECURES EXCLUSIVE PRODUCT DISTRIBUTION RIGHTS FROM REPUTABLE EUROPEAN CRANE MANUFACTURER

- Appointed as exclusive distributor by CORMACH, one of Europe’s leading crane manufacturers, in certain countries in Asia
- This distributorship agreement covers CORMACH’s full range of lorry loaders, rescue cranes, heavy duty cranes, stiff boom cranes and marine cranes, and will have an initial term of 3 years commencing from 28 July 2015

Singapore, 11 August 2015 – MS Holdings Limited (“MS Holdings”, and together with its subsidiaries, the “Group”), one of Singapore’s leading crane rental companies, is pleased to announce that its wholly-owned subsidiary, MS Equipment Pte. Ltd., has been appointed by Cormach S.r.l. (“CORMACH”), one of Europe’s leading crane manufacturers, as its exclusive distributor in Singapore, Malaysia, Brunei, Myanmar, Laos, Cambodia and Vietnam.

Established in Italy since 1960, CORMACH is one of Europe’s well-known manufacturers in the production of hydraulic equipment. And along the decades, CORMACH has expanded its product range and track record to cranes and various industrial equipment. Most of CORMACH’s products and parts are self-manufactured, assembled, processed and finally load tested at its manufacturing plant in Montichiari (Brescia), Italy.

Strong Strategic Fit to the Group’s Expanding Business Model

This agreement is the Group’s first product distribution agreement and forms part of the Group’s strategy to expand its business model and presence in Singapore and in neighbouring countries.

Under this exclusive distributorship agreement, the Group will be marketing, selling and providing after-sales services for CORMACH’s full range of lorry loaders, rescue cranes, heavy duty cranes, stiff boom cranes and marine cranes. Some of these products can be installed and fitted to different types of vehicles and marine vessels to undertake various lifting assignments, thereby providing more operational versatility to the end-users.

Mr Yap Chin Hock (“叶进福”), MS Holdings’ Executive Director and CEO, said: *“There is a strong strategic fit to our business model as we can utilise our in-depth market knowledge and business resources to raise awareness and effectively grow the brand recognition for CORMACH in Asia. Securing this exclusive distributorship agreement highlights our strong commitment to create new complementary business opportunities and offer value-added products and service solutions to our growing customer base across various industries.”*

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Issued on behalf of MS Holdings Limited by 8PR Asia Pte Ltd.

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About MS Holdings Limited (Bloomberg: MSHL:SP/ Reuters: MSHO.SI/ SGX Stock Code: 40U)

With its business origins tracing back to the 1960s, MS Holdings Limited (together with its subsidiaries, the “Group”) has grown to become one of the leading crane rental companies in Singapore with a primary focus on mobile cranes and lorry cranes.

Serving a wide customer base of over 350 customers in Singapore, mainly from the construction, marine, logistics, oil and gas as well as infrastructure industries, the Group typically rents its fleet of cranes, from reputable and established brands, to customers on a daily basis or short term basis.

The Group has established a reputation as a reliable supplier of cranes in Singapore, achieved through strong emphasis on safety, efficiency as well as maintaining a high level of responsiveness to customers’ requirements.

This Press Release has been prepared by the Company and its contents have been reviewed by the Company’s sponsor, United Overseas Bank Limited (the “Sponsor”), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“SGX-ST”). The Sponsor has not independently verified the contents of this Press Release. This Press Release has not been examined nor approved by the SGX-ST. 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 herein.

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