



F J BENJAMIN

**F J BENJAMIN LANDS EXCLUSIVE RIGHTS FOR AIRFREE PURIFIERS
IN INDONESIA**

Singapore, 12 March 2021 – F J Benjamin Holdings (FJB), Southeast Asia’s leading fashion retailer, said today that AIRFREE, Portugal’s top air purifier company, has granted FJB exclusive rights to distribute its products in Indonesia.

FJB’s Indonesian associate, PT Gilang Agung Persada, will distribute the purifiers through its own online platforms, and various retail stores including those selling electrical and baby products. The purifiers use a sterilisation process to inactivate 99.99% of airborne bacteria, viruses and other allergens that contribute to respiratory allergies and asthma.

FJB set up a Health and Wellness division and began to distribute AIRFREE products in Singapore last year and sales have met with expectations as consumers became more health conscious during the Covid-19 pandemic. FJB said it will be launching AIRFREE in Malaysia and Indonesia next month.

FJB Group Chief Executive Officer Nash Benjamin said: “The distribution rights couldn’t be more timely given the urgency of the Covid-19 situation in Indonesia. We believe that AIRFREE’s patented technology will go some way in easing the concerns of many Indonesians about their respiratory health.”

AIRFREE Products Electronics SA manufactures its namesake brand of air purifiers in Portugal which is exported to over 60 countries in the world. The company has completed many laboratory tests which support their findings and these can be viewed on their website at www.airfree.com. The purifiers can be

placed in a variety of locations including homes, offices, clinics and hotels in particular, as they comply with high standards of hygiene for guests.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1995 (Ticker: F10), F J Benjamin has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 169 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

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*This press release has been prepared by F J Benjamin Holdings Ltd (the “**Company**”) and its contents have been reviewed by the Company’s sponsor (the “**Sponsor**”), ZICO Capital Pte. Ltd., in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) Listing Manual Section B: Rules of Catalyst.*

This press release has not been examined or approved by the 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 press release.

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