

## NEWS RELEASE

### JUMBO GROWS F&B OPERATIONS WITH OPENING OF FIFTH NG AH SIO BAK KUT TEH OUTLET AND EXPANSION OF JUMBO SEAFOOD (RIVERSIDE) OUTLET

- ***New NG AH SIO Bak Kut Teh outlet at RWS introduces a self-ordering system that achieves greater manpower cost savings and shorter waiting time***
- ***Additional 150 seating capacity on second level of JUMBO Seafood (Riverside) to cater for business dining and corporate events***

**Singapore, 4 October 2016** – JUMBO Group Limited (“**JUMBO**”, or the “**Company**” and together with its subsidiaries and subsidiary entities, the “**Group**”), one of Singapore’s leading multi-dining concept food and beverage (“**F&B**”) establishments, has expanded its Singapore restaurant operations with the opening of its fifth *NG AH SIO Bak Kut Teh* outlet at Resorts World Sentosa (“**RWS**”) and the addition of 150 seats on the second floor of JUMBO Seafood (Riverside) outlet.

Mr. Ang Kiam Meng (黄建铭), CEO and Executive Chairman, said, “The opening of the fifth NG AH SIO outlet in RWS and the expansion of our JUMBO Seafood (Riverside) outlet bear testament to our business growth. Our Group will continue to work towards growing our F&B brands to provide a differentiated dining experience for our customers.”

### **NG AH SIO Bak Kut Teh at RWS**

Centrally located within RWS' popular gathering spot, *The Forum*, the new 1,600 square feet restaurant combines the traditional dining experience with the use of innovative self-ordering and payment kiosks, and a tray return system that encourages diners to return their trays after dining. In addition to enhancing the outlet's operational efficiency by reducing the overall waiting time for diners, these technological features also serve to generate greater cost savings for the Group by potentially reducing the outlet's manpower needs by about 30%.

Mr. Ang said, "The operational innovativeness of the outlet demonstrates JUMBO's ability to continuously increase productivity to overcome challenges of the F&B industry and enhance dining experience to reach a wider demographic of customers."

### **Expanded JUMBO Seafood (Riverside) outlet**

JUMBO recently leased an additional 3,500 square feet of space at its JUMBO Seafood (Riverside) outlet, which increased its seating capacity from 300 to 450. These 150 seats are added on the second floor of the JUMBO Seafood (Riverside) outlet, which includes 5 VIP rooms with a view of the Singapore River and 9 tables in the main hall to cater for corporate meals and events.

Mr. Ang said, "With the expansion of our JUMBO Seafood (Riverside) outlet, our Group hopes to better cater to the needs of our corporate customers, given its close proximity to Singapore's bustling Central Business District."

## **JUMBO Seafood in Shanghai International Finance Centre**

Earlier this year in January, JUMBO opened its third JUMBO Seafood outlet in Shanghai International Finance Centre (“**JUMBO IFC**”). Located at the heart of the Lujiazui (陆家嘴) financial trade zone, the restaurant caters to the financial and business community with high spending power and discerning tastes.

The Group will continue to explore other suitable opportunities through acquisitions, joint ventures or strategic alliances with parties who can strengthen the Group’s market position, add value to its existing business and expand its network of F&B outlets.

## **About JUMBO Group Limited**

JUMBO is one of Singapore’s leading multi-dining concept F&B establishments.

The Group’s network of F&B outlets (including those of its associated companies and those under licensing arrangements) spans Singapore, the People’s Republic of China (the “**PRC**”) and Japan. JUMBO also provides catering services for customers in Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of “Bonding People Through Food”, JUMBO has a total of 15 F&B outlets in Singapore and 3 F&B outlets in the PRC, under 5 restaurant brands – *JUMBO Seafood, JPOT, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine* and *J Café*. It also manages 1 *Singapore Seafood Republic* outlet.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes of its signature dishes, increase productivity and lower costs. JUMBO’s Research and Development Kitchen facilitates the creation of new dishes and improvement of food preparation processes.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group’s F&B brands.

Some of the Group’s more recent awards and accolades include the *Excellent Service Award (2012 to 2016)*, *SIAS 17<sup>th</sup> Investors’ Choice Awards – Winner of Most Transparent Company Award for New Issues (2016)*, *Singapore Business Awards – The Enterprise Award (2016)*, *Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016)*, *People Excellence Award (2015)*, *HRM Awards – SME Employer of the Year (2015)*, *Influential Brands Award – Top Brand for Seafood Category (2015)*, *Singapore SME 1000 Company (2015)*, *Singapore Prestige Brand Award – Established Brand Category (2012)* and *Heritage Category (2012)*, and the *Enterprise 50 Award (7<sup>th</sup> place in 2012 and 2<sup>nd</sup> place in 2015)*.

JUMBO Seafood was also featured amongst the “Top 50 most iconic places in Singapore to visit” list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

For more information, please visit [www.jumbogroup.sg](http://www.jumbogroup.sg).

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