



SGX/MEDIA RELEASE – FOR IMMEDIATE RELEASE

No Signboard Diversifies into Singapore’s Hot Pot Market, Securing Franchise Rights for a Well-known Hot Pot Restaurant Brand - 小肥羊 (“Little Sheep”)

- No Signboard intends to open the first outlet by early 2019 while targeting to open at least one outlet per year over the next five years
- The hot pot business will add diversity to the Group’s restaurant business

SINGAPORE, 18 June 2018 – No Signboard Holdings Ltd. (“無招牌控股有限公司”) (“No Signboard”, and together with its subsidiaries, the “**Group**”), a leading food and beverage (“**F&B**”) player in Singapore with a track record of over 30 years, has entered into a franchise agreement (the “**Agreement**”) to develop and operate Little Sheep restaurant concept in Singapore. Little Sheep is a well-known hot pot restaurant in China.

Established since 1999 with origins from Inner Mongolia, Little Sheep has over 280 outlets across China and the international markets including the United States, Canada and Japan, as of 31 December 2017. Of these 280 outlets, 270 of them are franchised.

The Agreement will commence from 18 June 2018, for a period of 10 years. Under the terms of the Agreement, No Signboard is targeting to launch one restaurant per year under the Little Sheep brand name and concept in Singapore within the first five years.

Commenting on the signing of the Agreement, **Mr Sam Lim (林榮森), Executive Chairman and Chief Executive Officer of No Signboard** said, “We are very pleased to have secured the rights to bring this established and well-known hot pot brand onto the shores of Singapore. Little Sheep is known for its delicious soup base that is made from 36 spices and Mongolian lamb delicacies.

Singapore remains a key, proven and familiar market for our Group with the right demographics to expand our restaurant business portfolio. Our Group is also encouraged by Singaporeans' renowned love for food and for variety. Given the popularity of hot pot restaurants among Singaporean consumers over the last couple of years, we are confident that this venture would be a great success for the Group."

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About No Signboard Holdings Ltd. (Bloomberg Ticker: NSB SP EQUITY)

No Signboard Holdings Ltd. (無招牌控股有限公司), which traces its origins to the late 1970s, is a leading lifestyle F&B player in Singapore. It is principally engaged in operating a chain of seafood restaurants under its *No Signboard Seafood* brand. The Group also has a Beer Business which promotes and distributes its *Draft Denmark* brand of beer, and a Ready Meal Business, which will distribute ready meals under its *Powered by No Signboard* endorsement.

Backed by a track record of over 30 years of quality cuisine and customer focused service, the *No Signboard Seafood* brand of premium seafood restaurants is one of the leading seafood restaurant chains in Singapore. It is also widely known for its signature White Pepper Crab dish created by its founder Mdm Ong Kim Hoi, which is one of its bestselling dishes.

A testament to its strong branding, the Group has received numerous accreditations and awards over the years including the SG50 Prestige Enterprise Award 2015/2016 – Singapore's Top F&B Brand for Seafood Category for its Restaurant Business and the Outstanding Brands – Beer 2016 for its Beer Business.

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 nosignboardseafood.com

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