

COLE HAAN



FJ BENJAMIN

F J BENJAMIN INKS DEAL TO RETAIL AND DISTRIBUTE COLE HAAN IN SINGAPORE AND MALAYSIA

Singapore, 8 June 2022 – F J Benjamin Holdings (FJB), a Singapore-listed fashion and lifestyle group, announced today that it will begin retailing and distributing Cole Haan, an iconic American footwear and accessories brand, in Singapore and Malaysia from mid-July 2022.

Under a distribution agreement, FJB will open several Cole Haan retail and outlet stores in Singapore and Malaysia, as well as launch an e-commerce business for the brand.

FJB Group Chief Executive Officer Nash Benjamin said: “We look forward to working with Cole Haan, a heritage brand known for quality and comfort, in Singapore and Malaysia. As an established manager of global fashion brands, FJB is confident that we can deliver what the Cole Haan brand stands for and take it to the next level of growth in these two markets.”

The New York-based retailer offers its products through its owned stores and through wholesale distribution. In addition to its seasonal launches and iconic silhouettes, Cole Haan collaborates with influential partners such as Hasan Minhaj and Jeff Staple, to offer unique limited-edition products to its customers.

“We are extremely happy to start our new partnership with F J Benjamin and very excited with the opportunities this partnership will bring to Cole Haan consumers in Singapore and Malaysia. F J Benjamin is a world-class operator in the Southeast Asia region and will take over our existing partnership soon,” said Adrian Santos, Senior Vice President, International, at Cole Haan.

Cole Haan stores will open in Singapore and Malaysia in the second half of the year, offering the summer season’s best new products to these two markets.

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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 158 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

About Cole Haan (www.colehaan.com) – Cole Haan is a global performance lifestyle brand serving always-connected and active professionals with innovative footwear and lifestyle accessories. With over 90-year heritage, Cole Haan infuses its products with time-honored craftsmanship and modern innovation, making footwear and lifestyle accessories that customers can wear from work, to workout, to the weekend. Cole Haan's mission is to inspire customers to work for what they believe in.

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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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