

RESPONSE TO SGX QUERIES REGARDING TRADING ACTIVITY

The Board of Directors ("**Directors**") of BREADTALK GROUP LIMITED (the "**Company**") and together with its subsidiaries, the "**Group**") refers to the queries from the Singapore Exchange Securities Trading Limited ("**SGX-ST**") on 24 March 2014 regarding the unusual price movements in the Company's shares and wishes to respond to the queries as follows:

Question 1: Are you (the issuer) aware of any information not previously announced concerning you, your subsidiaries or associated companies which, if known, might explain the trading? - If yes, the information shall be announced immediately.

The Company is not aware of any information not previously announced concerning the Company, its subsidiaries or associated companies which, if known, might explain the trading.

Question 2: Are you aware of any other possible explanation for the trading?

The Company is not aware of any other possible explanation for the trading.

Question 3: Can you confirm your compliance with the listing rules and, in particular, listing rule 703?

The Company confirms that it is in compliance with the listing rules of the SGX-ST, in particular, Rule 703 regarding disclosure of material information.

BY ORDER OF THE BOARD

Cho Form Po
Company Secretary
24 March 2014