

## NEWS RELEASE

### NEO GROUP EXPANDS FOOD RETAIL CHAIN TO CAPTURE VARYING MARKET SEGMENTS

- *Introduces three new brands and concepts to further enhance brand name and complement Food Catering buffet offerings*
- *LJJ Café soft opens today with nostalgic, traditional and local favourite delights*
- *Choz to add delicious cakes and traditional confectionery to delight those with sweet palates*
- *Fu Yuan to introduce assorted nonya kuehs and traditional hand-made snacks for each occasion*

**SINGAPORE – 19 November 2014** – Neo Group Limited ("Neo Group" or together with its subsidiaries, the "Group") (梁苑集团有限公司), a leading food catering group in Singapore, has introduced another three new brands and concepts to capture a wider market segment and further enhance its brand name.

Soft opened today, **LJJ Café** is a 60's inspired eatery that is located at the quaint neighbourhood shop house at Circuit Road. Time stands still at **LJJ Café**, where traditional local favourites such as Kaya Butter Toast, Curry Chicken, Mee Siam and Laksa, local savoury and sweet kuehs will be served. **LJJ Café** is a perfect cozy corner for a nostalgic catch-up amongst friends and families as well as professionals, managers and executives and businessmen ("PMEB") – over simple delights.

At the same time, Neo Group has acquired two other brands – **Choz** and **Fu Yuan** – to complement the Group’s Food Retail chain – with sweet pleasures. Choz Confectionery Pte Ltd, which joined the Neo Group fold on 3 November 2014, will offer confectionery for traditional Chinese wedding packages, full-month celebration cakes and an assortment of biscuits. **Fu Yuan** is slated to bring assorted nonya kuehs and traditional hand-made snacks for every occasion, from ang ku kuehs to kueh lapis sagu to tapioca kuehs that are freshly made daily.

Founder, Chairman and CEO Mr. Neo Kah Kiat (梁佳吉) said, “In Food Retail, high on our priority is to seek out new food concepts that would further enhance our strong brand name and complement our existing buffet spread in Food Catering.

“Through **LJJ Café**, we will be able to further enhance our brand name by bringing our signature dishes such as curry chicken and laksa to the ‘man-in-the-street’. At the same time, we will be able to leverage on our Food Catering arm’s economies of scale to offer these items on the menu. We see a trend for nostalgic themed cafes and **LJJ Café** with its back to 60s ambience, aims to provide a sweet memory to all our customers by serving traditional local favourites, right down to the ice cream delight that we all love in our childhood – “Attap Chee” ice cream in coloured Rainbow Bread.

“In addition, by adding **Choz** and **Fu Yuan** into our tasty bites, we will be able to complement our existing buffet spread and gain a foothold in other customer segments. The Gen X segment, one of our key target groups, has various occasions to celebrate. Both of these brands are a natural fit given that many customers in this target group are getting married, moving into a new home or starting a family. **Choz** has a good selection of delicious cakes and confectionery that our customers can mix and match to distribute to friends and relatives whilst Fu Yuan offers a wide variety of kuehs to suit both traditional and contemporary palates.

“We will continue to leverage on technology to increase our efficiencies to meet rising demand for all aspects of food catering. With new and advanced machineries in place at our new centralised kitchen, this is expected to double our business capacity, whilst maintaining consistency in food quality and hygiene standards.

“We are on track in our growth plans for our Food Retail business and we look forward to launching new stores and new menu items to increase our market share. Following the success of **umisushi**, we are pleased that our two new concepts, **issho izakaya** and **NANAMI UDON**, have also been well-received since their openings earlier this year.”

The Group launched its first Japanese drinking and dining establishment **issho izakaya** at the iconic Sports Hub in July this year and officially opened **NANAMI UDON**, which offers Japanese meals at great value and convenience, at One Raffles Place in June this year.

At the same time, its wholly-owned subsidiary, Niwa Sushi Pte. Ltd. (“Niwa Sushi”), will be expanding its network of **umisushi** outlets with the addition of two new eateries in The Seletar Mall and Eastpoint Mall by 28 November and mid December respectively.

Added Mr. Neo, “We are delighted to have 23 **umisushi** retail outlets as part of our Food Retail chain. With the freshness and affordability of **umisushi’s** Japanese fare, we anticipate that these new outlets will receive strong support from customers who are looking for healthy bites. The growing middle-class has discerning and increasingly sophisticated tastes and we intend to continuously refresh ourselves to meet their varying requirements. At these outlets, there will be new menu items ranging from tempura to healthy choice chasoba sets.

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## About Neo Group Limited

Neo Group Limited is a leading food catering group in Singapore. Established since 1992, the Group possesses an award-winning track record and is one of the most recognised brand names in Singapore. In 2012, the Group was ranked by Euromonitor as the number one events caterer<sup>1</sup> in Singapore for 2011.

The Group is involved in the Food Catering, Food Retail and Food and Catering Supplies businesses and combines their synergistic qualities to bring to customers top value in delivering fresh and tasty meals on time.

Under its Food Catering Business, the Group operates four brands namely, Neo Garden, Orange Clove, Deli Hub and Best Catering. All four brands supply buffets spanning a wide variety of styles and prices, to suit a diverse range of occasions, from private to corporate to community functions. In addition, Best Catering offers daily meal delivery services to customers.

For the Food Retail Business, the Group operates a chain of 23 umisushi outlets across Singapore and 1 licensed outlet in Jakarta, Indonesia, as of 1 November 2014. It serves a variety of high-quality Japanese food at affordable prices at convenient locations. The Group also operates isscho izakaya, a Japanese drinking and dining establishment and NANAMI UDON, which offers favourite Japanese Tempura and Udon meals at great value and convenience.

To support the logistic needs of its Food Catering and Food Retail businesses, the Group's Food and Catering Supplies Business sources for ingredients and materials directly from manufacturers and distributors to ensure that its kitchens receive its supplies most economically, in a timely manner. It also supplies ingredients and Japanese food products to third parties.

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<sup>2</sup> Based on a report "Events Catering Services Singapore" dated April 2012 prepared by Euromonitor International Limited. "Events Catering" means food catering services provided for social or corporate events only.

The Group also operates a flowers and gifts business, I DO Flowers & Gifts, which supports buffet settings and provides flowers and gifts through an online platform for a variety of occasions, catering to a wide range in budget.

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