



Chaswood Resources Holdings Ltd.

(Incorporated in the Republic of Singapore)
(Company Registration No. 200401894D)

PRESS RELEASE

TEH TARIK PLACE TO OPEN 100 NEW STORES SIGNS ON NEW FRANCHISEE FOR PENINSULAR MALAYSIA (EXCEPT KUALA LUMPUR/KLANG VALLEY)

Kuala Lumpur, 21st April 2014 – SGX Catalist-listed, Chaswood Resources Holdings Ltd. (“Chaswood” or the “Group”), a regional multi-concept casual dining operator with 10 brands, today announced that its indirect wholly-owned subsidiary, Teh Tarik Place Sdn Bhd has awarded the exclusive development rights to Mega Village Food Sdn Bhd (“Mega Village”) to develop and operate 28 Teh Tarik Place restaurants in the Northern Region of Malaysia covering the states of Kedah, Pulau Pinang, Perak and Perlis (“Development Agreement”). A binding Letter of Intent (“LOI”) was also inked to grant the exclusive rights to Mega Village to further develop and operate 72 Teh Tarik Place restaurants in the Southern Region in the states of Negeri Sembilan, Melaka and Johor and the East Coast Region in the states of Pahang, Terengganu and Kelantan of Malaysia. With this strategic partnership, Chaswood announced its plans to accelerate domestic growth through franchise expansion by opening at least 100 new Teh Tarik Place restaurants throughout Peninsular Malaysia within 10 years.

Teh Tarik Place, which specialises in local culinary delights is the first amongst the Group’s home-grown brands to be franchised.

"This significant development agreement is our first major expansion for Teh Tarik Place. It represents an aggressive growth plan for the brand to increase its footprint throughout the country via franchising, a business model that we are extremely familiar with," said Andrew Reddy, Managing Director of Chaswood Group which has successfully brought in the celebrated TGI Fridayssm, Watami Japanese Casual Dining Restaurant from Japan, award winning Bulgogi Brothers from South Korea and innovative Chinese cuisine, Paradise Dynasty from Singapore.

"We have spent the last few years carefully developing Teh Tarik Place to be a successful and replicable model because we are confident in its high growth potential," Mr Reddy continued.

There are currently 10 Teh Tarik Place outlets located in major parts of Klang Valley including Petaling Jaya, Subang Jaya and most recently, Putrajaya. Mr Reddy further added that Chaswood is bullish about the growth of the Teh Tarik Place franchise due to its strong sales growth which had made the brand one of the fastest growing brands within the group. In addition, its universal appeal gives the brand a highly unique and competitive position in the marketplace.

"We are very excited to partner with Chaswood to bring Teh Tarik Place’s delicious offerings to the various states in Peninsular Malaysia," said Dato’ Chew Chee Heong, Group Chief Executive Officer of Mega Village Food Sdn Bhd. "With Chaswood’s deep knowledge and proven track record in the F&B industry, teamed with our background as a real estate developer and our acumen in site selections, we are confident the partnership will further strengthen the Teh Tarik Place franchise business. Mega Village’s foray into the F&B business is part of our group’s strategy to complement our property development business."

Teh Tarik Place is inspired by the appealing and long-standing culture of “hanging out at the mamak shop.” From perfected recipes of some old school fare, such as Nasi Lemak, Roti Canai and Teh Tarik, to urban stylish interiors peppered with modern vintage elements, Teh Tarik Place strives to sentimentalize and elevate this familiar Malaysian experience.



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In addition to the development plan of 100 stores by Mega Village, Teh Tarik Place Sdn. Bhd. will also be opening another 7 franchised stores in new locations including Kuala Lumpur, Kajang and Cyberjaya by the end of this year.

Teh Tarik Place is currently located at The Curve, 1 Utama Shopping Centre, IOI Mall, Sunway Pyramid, Empire Shopping Gallery, Sooka Sentral, Setia City Mall, Paradigm Mall, Bangi Gateway and Ayer@8 Putrajaya. For more information, please visit www.tehtarikplace.my

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About Chaswood Group

Chaswood Group is one of the leading multi-concept casual dining operators in Malaysia with 10 brands including 4 international franchised and licensed brands. Chaswood holds the exclusive rights to develop and operate American casual dining chain, TGI Fridayssm in Malaysia, Singapore and Indonesia; Japanese casual dining chain, Watami in Malaysia; award winning Korean BBQ casual dining chain, Bulgogi Brothers in Malaysia, Singapore, Thailand, Indonesia and Beijing, Shanghai, Guangdong and Hainan province in China; and innovative Chinese casual dining chain, Paradise Dynasty in Thailand. It also owns and operates some of Malaysia's leading food establishments, namely Italiannies, The Apartment Restaurant & Bar, Teh Tarik Place, Baci Italian Café, Malones Irish Restaurant & Bar and Laundry Bar. In addition to managing brands, Chaswood has recently transformed itself from a pure owner-operator to owner-operator and franchisor through the development of franchise opportunities with Teh Tarik Place. As of April 2014, the Group has presence in Malaysia, Singapore, Thailand and Indonesia with 54 restaurants, cafes and bars.

About Mega Village Group

Mega Village Group is a development, construction and design company operating mainly in the East Coast of Malaysia. With a quality-oriented business model, they are an ISO 9001:2008 certified company. Combining innovation, quality and aesthetic features within its property development projects, they have more than 10 projects under their portfolio which includes Taman Chengal Indah, Taman Damai Mengkuang and Taman Seri Chatin. Building up their property business progressively with their in-house design and construction team, they have established a growing track record in developing and marketing property in this niche market.

In April 2014, Mega Village Group through its subsidiary, Mega Village Food Sdn. Bhd. widened its scope of field by venturing into the Food & Beverage industry, via the exclusive development rights awarded by Chaswood Group to open Teh Tarik Place restaurants in the Northern, Southern and East Coast region of Malaysia.

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This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, CIMB Bank Berhad, Singapore Branch (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST").

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