

MARY CHIA HOLDINGS LIMITED
Company Registration No. 200907634N
(Incorporated in Singapore)

JOINT VENTURE BY MARY CHIA BEAUTY & SLIMMING SPECIALIST PTE LTD AND SLIM BEAUTY HOUSE CO., LTD.

1. INTRODUCTION

The Board of Directors (the “**Board**”) of Mary Chia Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) wishes to announce that its wholly-owned subsidiary, Mary Chia Beauty & Slimming Specialist Pte Ltd (“**MCBSS**”) had on 24 April 2015 entered into a joint venture agreement (the “**Joint Venture Agreement**”) with Slim Beauty House Co., Ltd. (“**SBH**”), a company incorporated in Japan, for the purpose of setting up a beauty and slimming service centre to provide and distribute wellness related services and consultations in the Republic of Singapore (the “**Joint Venture**”).

SBH is a company existing under the laws of Japan and is headquartered in Tokyo. SBH is Japan’s leading beauty and slimming group with over 30 years of brand heritage, lead by Ms Saiko Nishizaka, the Founder and Chief Executive Officer of SBH. The company provides beauty treatments in their salons, and sells skincare and body care range of products and health supplements in its networks. As at January 2015, SBH has 70 stores nationwide in Japan.

Synonymous with the highest standards of customer service etiquette that global consumers have come to expect from Japanese retail and service businesses, SBH would like to introduce the a personalised slimming and beauty experience combining Western beauty therapies and Traditional Chinese Medicine (TCM) techniques to consumers in Singapore. The Company is of the view that the Joint Venture would provide the Group with the opportunity to capture different groups of customers so as to expand their market share in the beauty industry, thus benefiting the Group.

2. DETAILS OF THE JOINT VENTURE

The joint venture company, MSB Beauty Pte. Ltd. (the “**JV Company**”), was incorporated in the Republic of Singapore on 24 April 2015 with a total issued and paid-up capital of S\$100.00 divided into 100 ordinary shares at an issue price of S\$1.00 for each share (the “**Incorporation Paid Up Capital**”).

MCBSS holds 51% of the issued share capital of the JV Company and SBH holds the remaining 49% of the issued share capital. MCBSS and SBH will provide a total initial capital contribution of S\$1 million in the proportion of their shareholdings in the JV Company (the “**Initial Capital Contribution**”). Under the JV Agreement, MCBSS and SBH has equal representation on the board of directors of the JV Company.

The principal activities of the JV Company is to provide and distribute wellness related services and consultations.

The salon will be managed and operated by SBH's team of specialist staff and managers based in Japan to ensure the highest standards and dedication to service, offering a unique approach to slimming that combines TCM techniques – Cupping and Moxibustion with Electrolysis, Heat Therapy and Cavitation.

In terms of facial care, SBH will use the range of skincare products from SBH's line of proprietary-formulated skincare and facial massage techniques in the treatments.

3. FUNDING AND FINANCIAL EFFECTS

The Incorporation Paid Up Capital and Initial Capital Contribution are funded through internal resources and bank borrowings respectively, and is not expected to have any material impact on the consolidated earnings per share and net tangible assets per share of the Group for the current financial year ending 31 March 2016.

4. INTEREST OF DIRECTORS AND CONTROLLING SHAREHOLDERS

None of the Company's Directors, substantial shareholders and any of their respective associates has any interest, direct or indirect (other than through their shareholdings in the Company), in the above Joint Venture.

By Order of the Board

Ho Yow Ping (He YouPing)
Chief Executive Officer

27 April 2015

This announcement has been prepared by Mary Chia Holdings Limited (the "Company") and its contents have been reviewed by the Company's sponsor, PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor") for compliance with the Singapore Exchange Securities Trading Limited (the "SGX-ST") Listing Manual Section B: Rules of Catalyst. The Sponsor has not verified the contents of this announcement.

This announcement has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this announcement, including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Ms Keng Yeng Pheng, Associate Director, Continuing Sponsorship, at 16 Collyer Quay, #10-00 Income at Raffles, Singapore 049318, telephone (65) 6229 8088