SHENGSIONG
... all for you!

2Q2016
Results Presentation

Disclaimer

The presentation is prepared by Sheng Siong Group Ltd. (the "Company") and is intended solely for your personal reference and is strictly confidential. The information contained in this presentation is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning the Company. Neither the Company nor any of its affiliates, advisors or representatives make any representation regarding, and assumes no responsibility or liability whatsoever (in negligence or otherwise) for, the accuracy or completeness of, or any errors or omissions in, any information contained herein nor for any loss howsoever arising from any use of these materials. By attending this presentation, you are agreeing to be bound by the restrictions set out below. Any failure to comply with these restrictions may constitute a violation of applicable securities laws. The information contained in these materials has not been independently verified. No representation or warranty, expressed or implied, is made as to, and no reliance should be placed on the fairness, accuracy, completeness or correctness of, the information or opinions contained herein. It is not the intention to provide, and you may not rely on these materials as providing, a complete or comprehensive analysis of the Company's financial or trading position or prospects. The information and opinions contained in these materials are provided as at the date of this presentation and are subject to change without notice. None of the underwriters nor any of their respective affiliates, advisors or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising from any use of these materials.

In addition, the information contains projections and forward-looking statements that reflect the Company's current views with respect to future events and financial performance. These views are based on a number of estimates and current assumptions which are subject to business, economic and competitive uncertainties and contingencies as well as various risks and these may change over time and in many cases are outside the control of the Company and its directors. No assurance can be given that future events will occur, that projections will be achieved, or that the Company's assumptions are correct. Actual results may differ materially from those forecast and projected.

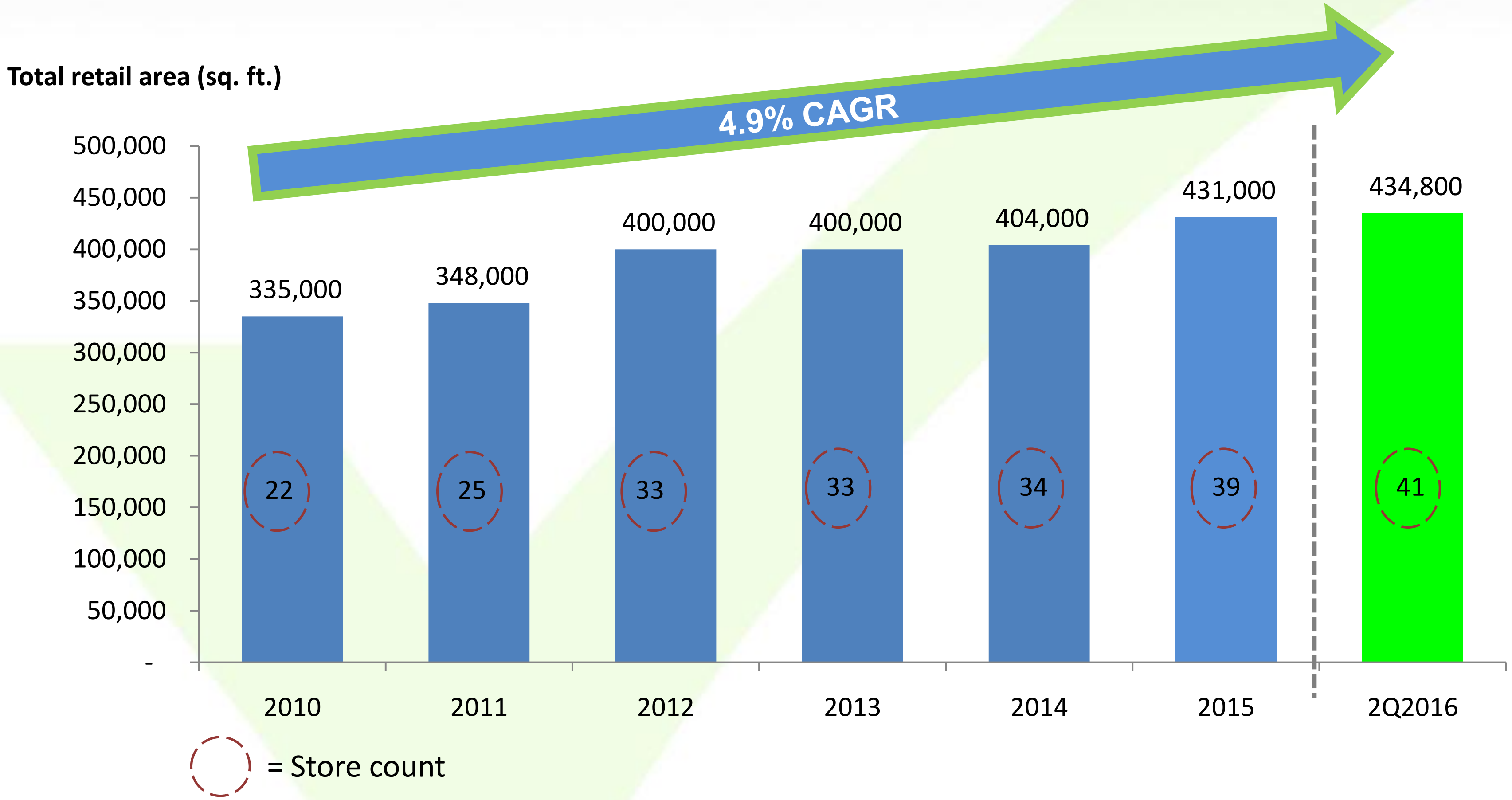
This presentation and such materials is not and does not constitute or form part of any offer, invitation or recommendation to purchase or subscribe for any securities and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or investment decision in relation thereto. This document may not be used or relied upon by any other party, or for any other purpose, and may not be reproduced, disseminated or quoted without the prior written consent of the Company.

Financial Highlights for 2Q2016

Revenue	↑ 5.5% yoy	S$188.8 million
Gross profit margin	↑ 0.9 pp*	26.1%
Operating profit margin	↑ 0.7 pp*	9.6%
Net profit	↑ 11.3% yoy	S$15.2 million
Retail area	↑ 2.1% yoy	434,800 sqft

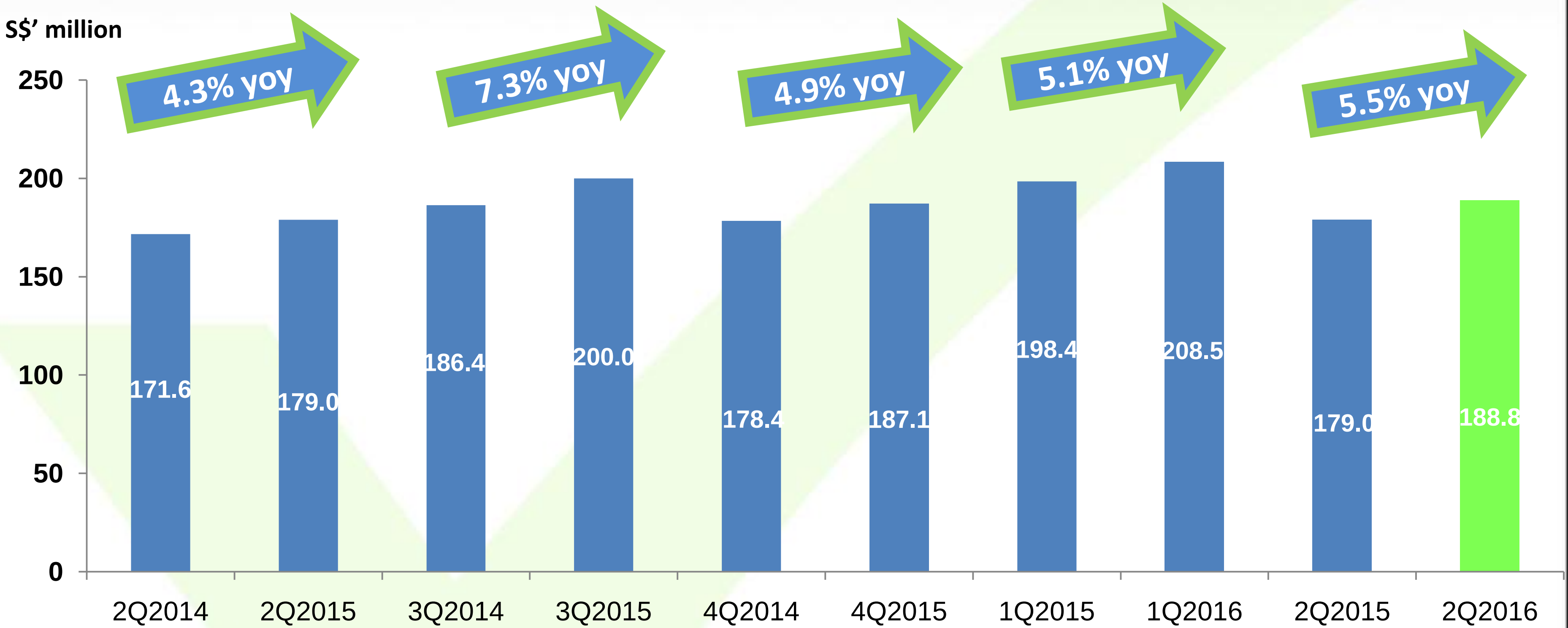
* *pp denotes percentage points*

Retail Area



- Total stores increased to 41 as at 30 June 2016 (excluding the Loyang store), with the opening of the Circuit Road, Upper Boon Keng and Fernvale stores
- The key driver of our strategy will be to expand retail space in Singapore, particularly in areas where our potential customers are residing

Revenue Trend



- Revenue increased by 5.5% yoy in 2Q2016 of which 6.0% was contributed by the new stores, and 2.2% by comparable same store sales from the old stores (1.3% if McNair store is excluded), but was reduced by 2.7% due to the temporary closure of the Loyang store.
- Comparable same store sales grew because of a general recovery in older stores.

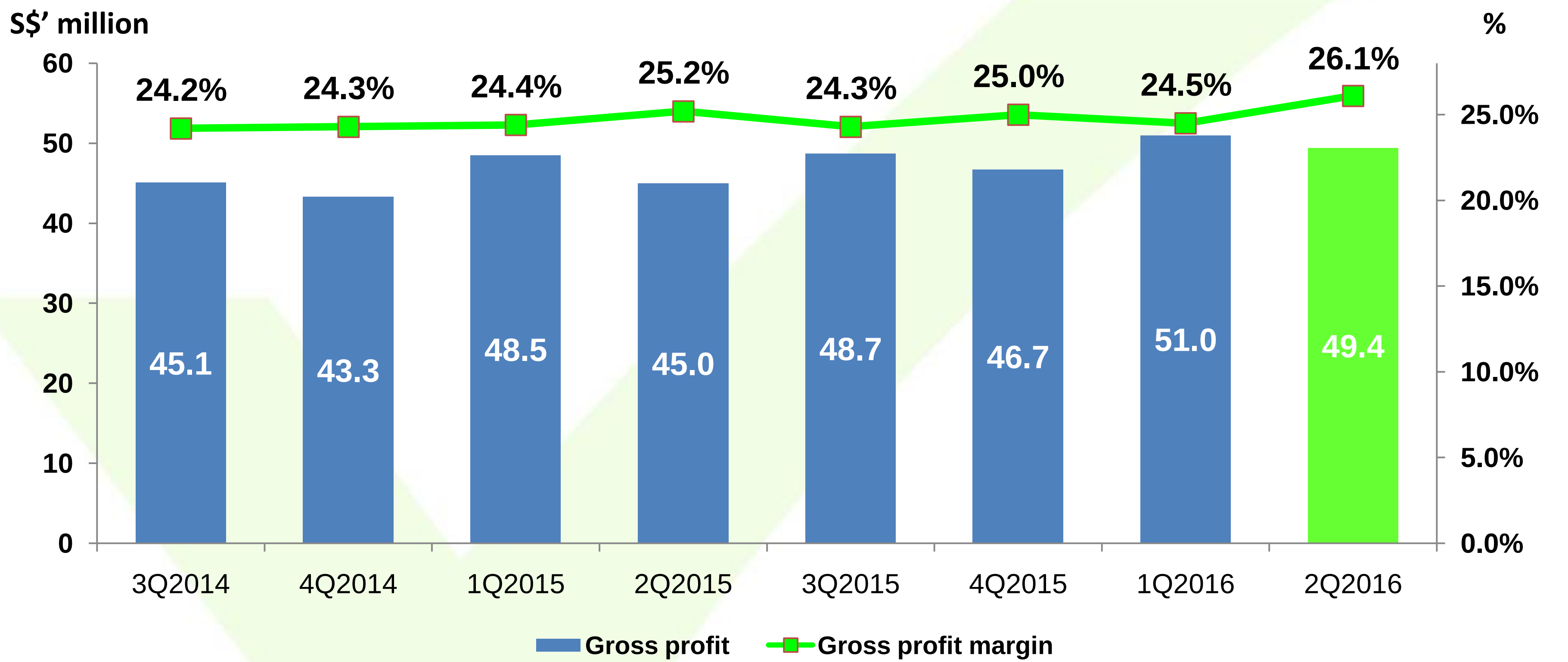
SHENGSIONG

Breakdown of 2Q Revenue Growth

	2Q2016	2Q2015
New stores	6.0%	4.0%
***Comparable same store sales**	2.2%	0.3%
Loyang Point (temporarily closed on 15 April 2016)	(2.7%)	-
Total revenue growth	5.5%	4.3%

- * If McNair store which was closed for renovation in 2Q2015 was excluded, the comparable same store sales would be 1.3% and 1.1% in 2Q2016 and 2Q2015 respectively.

Gross Profit Trend



- Gross margins increased to 26.1% in 2Q2016 compared with 25.2% in 2Q2015, mainly because of suppliers' rebates and lower input cost attributable to bulk handling.

Balance Sheet Highlights

S$' Million	As at 30 June 2016	As at 31 Dec 2015
Inventories	50.6	52.4
Trade and other payables	98.4	108.7
Property, plant and equipment (PPE)	251.2	177.6
Cash and cash equivalents	50.8	125.9

- Inventories decreased by S$1.8 million to S$50.6 million.
- The decrease in Trade and other payables by S$10.1 million was mainly because bonus provision accrued as at 31 December 2015 were paid in the 1H2016.
- 1H2016 capital expenditure of S$81.3 million included:
  - Progress payments for the purchase of retail space at Yishun Junction 9 - S$19.2 million;
  - Purchase of the Bedok store – S$55.2 million
  - Fit-out new stores and upgrading and replacement of fittings at the old stores – S$4.4 million;
  - Purchase additional equipments for the warehouse – S$2.5 million
- Net property, plant and equipment increased by S$73.6 million after offsetting depreciation charges.
- As at the end of 2Q2016, cash and cash equivalents was a healthy S$50.8 million.

Outlook

Business Outlook

- Competition in the supermarket industry is likely to remain keen.
- Retail space:

Aug 2016	Yishun Junction 9	+15,500 square feet
Mar 2017	Loyang (re-open)	+8,000 square feet
Mar 2017	Tampines Central (closed)	-10,000 square feet
May 2017	Tampines Central (re-open)	+25,000 square feet
Jun 2017	Woodlands (closed)	- 41,500 square feet

Growth strategy

- Continue expanding network of stores in Singapore especially in areas without presence
- Nurture growth of new stores
- Rejuvenate old stores

Continue margin enhancement initiatives

- Increase direct sourcing and bulk handling
- Improve sales mix of higher margin products
- Increase selection and types of housebrand products

E-commerce initiatives

- Continue learning from the pilot project

Questions & Answers

Investor Relations Point-of-Contact:
Yit Sung NGO / Kamal SAMUEL
Tel: (65) 6438 2990
Fax: (65) 6438 0064
Email: yitsung@financialpr.com.sg
kamal@financialpr.com.sg