

MEDIA RELEASE

No Signboard opens 2nd Little Sheep Hotpot outlet at Orchard Gateway Basement One, Singapore



- The Orchard Gateway outlet will represent the Group's second outlet in two years
- Group's first outlet was opened in December 2018 at One Fullerton, Singapore

SINGAPORE, 4 November 2019 – No Signboard Holdings Ltd. (“無招牌控股有限公司”) (“No Signboard”, and together with its subsidiaries, the **“Group”**), a leading food and beverage (**“F&B”**) player in Singapore with a track record of over 30 years, is pleased to announce the opening of its second Little Sheep Hotpot restaurant in Orchard Gateway. On 18 June 2018, the Group secured a 10-year Franchise Agreement (the **“Agreement”**) to develop and operate the Little Sheep Hotpot restaurant concept in Singapore.

Established since 1999 with origins from Inner Mongolia, Little Sheep Hotpot has over 280 outlets across China and the international markets including the United States, Canada and Japan. Little Sheep Hotpot is known for its delicious soup base that is made from 36 spices and Mongolian lamb delicacies.

Orchard Gateway is a shopping mall that is part of an integrated development which includes a hotel and an office tower. The mall has direct access to the Somerset MRT station, which is connected to the adjacent 313@Somerset and Orchard Central via the street-level Discovery Walk as well as inter-mall doorways on various floors. The mall features many international brands and a state of art library with 6 levels of retail experience for local shoppers and tourists. The Little Sheep Hotpot outlet will be located at Basement One with a seating capacity of 110.

Commenting on the opening of 2nd Little Sheep Hotpot outlet in Orchard Gateway, **Mr Sam Lim (林榮森), Executive Chairman and Chief Executive Officer of No Signboard** said, “We are excited about the opening of our second outlet. After the launch our first outlet at One Fullerton near the iconic Merlion statue, we have decided to setup the second outlet in a prime location at Orchard Gateway to capture a healthy balance of local and tourist footfall. We would like to thank our business partners and our valued customers for their ongoing support in our Little Sheep Hotpot restaurants.

Singapore continues to be a major market for our Group, and we will continue to explore other opportunities both locally and regionally to expand our business.”

END

About No Signboard Holdings Ltd.

No Signboard Holdings Ltd. (無招牌控股有限公司), which traces its origins to the late 1970s, is a leading lifestyle F&B player in Singapore. It is principally engaged in operating a chain of seafood restaurants under its *No Signboard Seafood* brand. Backed by a track record of over 30 years of quality cuisine and customer focused service, the *No Signboard Seafood* brand of premium seafood restaurants is one of the leading seafood restaurant chains in Singapore. It is also widely known for its signature White Pepper Crab dish created by its founder Mdm Ong Kim Hoi, which is one of its bestselling dishes.

The Group also has a Beer Business which promotes and distributes its *Draft Denmark* brand of beer. In addition, the Group operates two franchises - the Mom's Touch Chicken and Burger restaurants in Singapore and Malaysia under a master franchise agreement and the Little Sheep Hotpot restaurants in Singapore only under an exclusive franchise agreement.

A testament to its strong branding, the Group has received numerous accreditations and awards over the years including the SG50 Prestige Enterprise Award 2015/2016 – Singapore's Top F&B Brand for Seafood Category for its Restaurant Business and the Outstanding Brands – Beer 2016 for its Beer Business.

The Group was successfully listed on the Catalist of the Singapore Exchange Securities Trading Limited ("SGX-ST") on 30 November 2017.

For more information, please visit nosignboardseafood.com

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