



F J BENJAMIN INKS TWO-YEAR RENEWAL WITH LA SENZA IN MALAYSIA, SINGAPORE AND INDONESIA

SINGAPORE, 3 September 2025 — F J Benjamin Holdings Ltd (“**F J Benjamin**”) is pleased to announce that its wholly-owned subsidiary, F J Benjamin (M) Sdn. Bhd., has renewed its exclusive retail agreement with La Senza Franchise, LLC (“**Renewal**”) to operate the La Senza brand in Malaysia, Singapore and Indonesia.

The Renewal is for a term of two (2) years from April 2025 till March 2027, with an option to extend for a further three (3) years thereafter, subject to mutual agreement.

Douglas Benjamin, Group Chief Executive Officer of F J Benjamin, commented “*We are very happy to have renewed our business relationship with La Senza, a brand we have been managing for over twenty years and with a good following in our markets. We look forward to working closely with their management to further our mutual business.*”

Michael Shultz, President of La Senza, added “*We are proud of our long-standing relationship with F J Benjamin and continuing to deliver the La Senza brand to customers in Southeast Asia.*”

About F J Benjamin Holdings Ltd (www.fjbenjamin.com)

With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer-driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1996 (Ticker: F10), F J Benjamin Holdings Ltd has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 159 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

About La Senza Franchise, LLC

La Senza is a global destination for intimate apparel offering a wide array of lingerie designed to uplift women while keeping them stylish, comfortable and confident. The current selection of La Senza bras, panties and lingerie offer her wearable solutions for every day dressing to special occasions.

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*This press release has been reviewed by F J Benjamin Holdings Ltd's sponsor, ZICO Capital Pte. Ltd. (the "**Sponsor**").*

*This press release has not been examined or approved by the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") and the SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.*

The contact person for the Sponsor is Ms Goh Mei Xian, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone: (65) 6636 4201.

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