

## NEWS RELEASE

### **JUMBO PARTNERS TSUI WAH TO BRING “TSUI WAH (翠華)” BRAND HONG KONG-STYLE “CHA CHAAN TENG” (港式茶餐廳) TO SINGAPORE**

- ***Entered into franchise agreement through a joint venture to establish and operate Hong Kong-style “Cha Chaan Teng” (港式茶餐廳) under the “Tsui Wah (翠華)” brand in Singapore***
- ***Marks “Tsui Wah (翠華)” brand’s first entry into Southeast Asia***
- ***In line with the Group’s plans to expand restaurant brands and network to strengthen Singapore presence***

**Singapore, 9 March 2018** – JUMBO Group Limited (“**JUMBO**”, or the “**Company**” and together with its subsidiaries, the “**Group**”), one of Singapore’s leading multi-dining concept food and beverage (“**F&B**”) establishments, today announced that its indirect wholly-owned subsidiary, Jumbo F&B Services Pte. Ltd. (“**JFB**”), had on 9 March 2018 entered into a joint venture agreement (the “**JVA**”) with Kang Wang Holdings Limited (康旺控股有限公司) (“**Kang Wang**”), a wholly-owned subsidiary of Tsui Wah Holdings Limited (翠華控股有限公司) (“**Tsui Wah**” and together with its subsidiaries, the “**Tsui Wah Group**”) which is listed on the Hong Kong Stock Exchange, to work together in expanding Hong Kong-style “Cha Chaan Teng” (港式茶餐廳) under the “Tsui Wah (翠華)” brand into Singapore.

Pursuant to the JVA, JFB has incorporated a wholly-owned subsidiary in Singapore, Vista F&B Services Pte. Ltd. (the “**JVC**”). The JVC has also entered into a franchise agreement with Tsui Wah International Patent Limited (“**Tsui Wah IPL**”) dated 9 March 2018, whereby Tsui Wah IPL shall grant the JVC, *inter alia*, the right to use the “Tsui Wah (翠華)” trade marks and trade names in Singapore. The JVC will be a 49:51 joint venture between JFB and Kang Wang.

As at 31 January 2018, the Tsui Wah Group has 70 outlets in Hong Kong, Macau and the People's Republic of China ("PRC"). The introduction of "Tsui Wah (翠華)" into Singapore will be the brand's first entry into the Southeast Asian consumer market.

**Mr. Ang Kiam Meng, Group CEO and Executive Director of JUMBO**, commented, "We look forward to expanding our F&B brands portfolio with the inclusion of the "Tsui Wah (翠華)" brand, a highly regarded F&B chain in Hong Kong and China. This is part of our Group's strategy to grow our network of restaurants, and to further strengthen our foothold in Singapore. We intend to capitalise on the popularity and growth potential of the Hong Kong-style "Cha Chaan Teng" (港式茶餐廳) market in Singapore to broaden our local customer base."

### **About JUMBO Group Limited**

JUMBO is one of Singapore's leading multi-dining concept F&B establishments.

The Group's network of F&B outlets (including those of its associated companies and those under licensing and franchising arrangements) spans across Singapore, the PRC, Taiwan, Vietnam and Japan. JUMBO also provides catering services for customers in Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of "Bonding People Through Food", JUMBO has a total of 15 F&B outlets in Singapore and 5 F&B outlets in the PRC, under 5 restaurant brands – *JUMBO Seafood*, *JPOT*, *NG AH SIO Bak Kut Teh*, *Chui Huay Lim Teochew Cuisine* and *J Café*. It also manages 1 *Singapore Seafood Republic* outlet. Through franchising, it has 1 franchised Jumbo Seafood outlet each in Taiwan and Vietnam.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes of its signature dishes, increase productivity and lower costs. JUMBO's Research and Development Kitchen facilitates the creation of new dishes and improvement of food preparation processes.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group's F&B brands.

Some of the Group's more recent awards and accolades include the *Excellent Service Award (2017)*, *TripAdvisor Certificate of Excellence (2017)*, *SIAS 17<sup>th</sup> Investors' Choice Awards – Winner of Most Transparent Company Award for New Issues (2016)*, *Singapore Business Awards – The Enterprise Award (2016)*, *Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016)*, *People Excellence Award (2015)*, *HRM Awards – SME Employer of the Year (2015)*, *Influential Brands Award – Top Brand for Seafood Category (2015)*, *Singapore SME 1000 Company (2015)*, *Singapore Prestige Brand Award – Established Brand Category (2012)* and *Heritage Category (2012)*, and the *Enterprise 50 Award (2<sup>nd</sup> place in 2015)*.

JUMBO Seafood was also featured amongst the "Top 50 most iconic places in Singapore to visit" list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

For more information, please visit [www.jumbogroup.sg](http://www.jumbogroup.sg).

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