

NEWS RELEASE

NEO GROUP OPENS 24th UMISUSHI OUTLET IN CHANGI GENERAL HOSPITAL AND INTRODUCES NEW JAPANESE CUISINE CONCEPTS

- 24th outlet to feature new menu items and healthy breakfast sets such as salmon porridge and wasabi lobster sandwiches;
- New concept **issho izakaya**, a Japanese drinking and dining establishment for PMEBS, friends and families, to open at Sports Hub in June 2014;
- New concept **NANAMI UDON**, offering favourite Japanese Tempura and Udon meals at great value and convenience, to open at One Raffles Place in July 2014.

Singapore, May 8, 2014 – Neo Group Limited ("Neo Group" or together with its subsidiaries, the "Group")(梁苑集团有限公司), a leading food catering group in Singapore, announced that its wholly-owned subsidiary, Niwa Sushi Pte. Ltd. ("Niwa Sushi") has expanded its network of **umisushi** outlets with the grand opening of the Group's 24th **umisushi** outlet in Changi General Hospital, Singapore ("CGH") today.

Mr. Neo Kah Kiat (梁佳吉), Founder, Chairman and CEO of the Group said, "We are delighted to open our 24th **umisushi** retail outlet in CGH. With the freshness and affordability of **umisushi's** sushi, we anticipate that the 24th outlet will enjoy strong demand from customers who are looking for healthy bites at CGH. The Group seeks to tap on a burgeoning middle-class with increasingly sophisticated tastes and the opening of this new outlet is in line with our plans to grow **umisushi's** network of retail outlets locally and overseas."

In conjunction with this grand opening at CGH, **umisushi** has launched the healthy breakfast menu, which includes the "Sake Zosui" (salmon dashi congee) and wasabi lobster sandwiches, with the first 150 portions of "Sake Zosui" to be given free on May 8, 2014. In addition, customers will receive a free **umisushi** tissue box cover (worth S\$16.90) with the purchase of any two bento sets, during the first two weeks of opening.

umisushi continuously refreshes itself to meet the varying tastes of consumers. At its outlet at Tanjong Pagar MRT which opened in April 2014, new menu items ranging from tempura to kushiyaki are sold. **umisushi** intends to open a total of 6 outlets in Singapore by December 2014 and have 30 outlets across Singapore by 2016.

Mr. Liew Choh Khing (刘佐庆), Executive Director (Food Retail) of the Group said, "We are pleased to be on track in our growth plans for our food retail business and we look forward to launching new stores, new menu items as well as new concepts, to increase our market share in Singapore and overseas. Particularly, all lovers of Japanese food can look forward to two new concepts, **issho izakaya** and **NANAMI UDON**. We are excited to launch our first Japanese restaurant concept **issho izakaya** at the iconic Sports Hub – where sports, good food and entertainment meets in June this year. We also look forward to the opening of **NANAMI UDON** at One Raffles Place in July this year."

The first, **issho izakaya**, is a Japanese drinking and dining establishment that will be located at the highly anticipated soon-to-be opened Sports Hub. "issho" means "to gather" and the name "izakaya" is a compound word consisting of "i" (to stay) and "sakaya" (sake shop), symbolising the origination of izakaya from sake shops that allowed customers to sit on the premises for drinks. **issho izakaya** will offer a Japanese-inspired, contemporary ambience that is made perfect for a cozy chill-out and gathering venue for professionals, managers, executives and businessmen ("PMEB"), friends and families, over great food and drinks.

To be opened in June 2014, this restaurant will serve a wide selection of traditional Izakaya dishes – charcoal grilled skewers, Zenzai, Agenomono, Nimono, Nabe (hotpot), tempura, sushi, sashimi, udon and soba. Their beverage menu offers a good variety of Japanese beer and sake, shochu and specialty cocktails. This is complemented by desserts with a fusion twist specially created by Chef Takayuki Fukushima, who hails from Saitama Prefecture, Japan, as its Executive Chef.

To better reach the working crowd, the second new concept, **NANAMI UDON** will be opening in July 2014 at One Raffles Place. It will offer favourite Japanese meals at great value and convenience, serving both cold and hot udon that's paired with the all-time favourite – tempura. The chilled udon, Goma Sake Udon is a definite worthy mention with its refreshing taste that is coupled with savoury-sweet Goma sauce, topped with crunchy strips of cold Japanese cucumber and crispy sake (salmon). Other menu selections also include Japanese curry udon and hot udon served in their perfect broths. **NANAMI UDON** is slated to offer a comforting meal at any time of the day.

Mr. Neo Kah Kiat (梁佳吉), Founder, Chairman and CEO of the Group said, "Through **umisushi**, **issho izakaya** and **NANAMI UDON**, Neo Group is well-positioned to provide a spectrum of Japanese cuisine to families, young working adults, PMEBS, and expatriates alike, meeting the increasingly sophisticated appetites of our customers."

About Neo Group Limited

Neo Group Limited is a leading food catering group in Singapore. Established since 1992, the Group possesses an award-winning track record and is one of the most recognised brand names in Singapore. In 2012, the Group was ranked by Euromonitor as the number one events caterer¹ in Singapore for 2011.

The Group is involved in the Food Catering, Food Retail and Food and Catering Supplies businesses and combines their synergistic qualities to bring to customers top value in delivering fresh and tasty meals on time.

Under its Food Catering business, the Group operates four brands namely, Neo Garden Catering, Orange Clove, Deli Hub and Best Catering. All four brands supply buffets spanning a wide variety of styles and prices, to suit a diverse range of occasions, from private to corporate to community functions. In addition, Best Catering offers daily meal delivery services to customers.

For the Food Retail business, the Group operates a chain of 23 umisushi outlets across Singapore and 1 licensed outlet in Jakarta, Indonesia. It serves a variety of high-quality Japanese food at affordable prices at convenient locations.

To support the logistic needs of its Food Catering and Food Retail businesses, the Group's Food and Catering Supplies Business sources for ingredients and materials directly from manufacturers and distributors to ensure that its kitchens receive its supplies most economically, in a timely manner. It also supplies ingredients and Japanese food products to third parties.

¹ Based on a report entitled "Events Catering Services Singapore" dated April 2012 prepared by Euromointor International Limited. "Events Catering" means food catering services provided for social or corporate events only.

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The document has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document. The contact persons for the Sponsor are Mr Yee Chia Hsing, Head, Catalist and Mr Benjamin Choy, Director, Corporate Finance. The contact particulars are 50 Raffles Place, #09-01 Singapore Land Tower, Singapore 048623, telephone: +65 6337 5115.

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