

SGX/MEDIA RELEASE – FOR IMMEDIATE RELEASE

No Signboard Signs Exclusive Master Franchise Agreement to Expand Korean Food Chain into Singapore and Malaysia



- Established since 2004, Mom's Touch is based in South Korea with over 1,100 outlets
- No Signboard intends to open eight outlets in Singapore and Malaysia within the first three years of its exclusive master franchise agreement with the Franchisor, on its own and/or through sub-franchisees
- The addition of Mom's Touch is in-line with the Group's long-term strategy of diversifying its restaurant portfolio and offering consumers with a wide selection of quality cuisines

SINGAPORE, 8 October 2018 – 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, has secured an exclusive master franchise agreement (the **“Agreement”**) with Haimarrow Food Service Co., Ltd. and HFS Global Inc. (collectively **“Haimarrow”** or the **“Franchisor”**) to develop and operate Mom's Touch Chicken and Burger (**“Mom's Touch”**) restaurants in Singapore and Malaysia. The Agreement will commence on 2 January 2019 or earlier should the first outlet be opened prior, for a period of 10 years with an option to renew for another 10 years.

Based in South Korea since setting up its first store in 2004, Mom's Touch presently has over 1,100 stores across South Korea and is established in major cities in the USA, Taiwan and Vietnam. Its brand name comes from the simple thought of preparing its food for their patrons, the very heart-warming way a mother prepares for a meal for her family. Its chicken is hand-battered and hand-breaded in

the kitchen and marinated with Mom's Touch very own special blend of seasoning for a more full, tender and juicy taste.

No Signboard intends to, on its own and/or find suitable sub-franchisees, launch eight Mom's Touch restaurants across various locations in Singapore and Malaysia within the first three years of the Agreement. The Group plans to commence operating its first outlet in Malaysia in 2019. The signing of this Agreement is in-line with the Group's long-term strategy of diversifying its restaurant portfolio to provide consumers with a wider choice of quality cuisine.

Commenting on the securing the Agreement, **Mr Sam Lim (林荣森), Executive Chairman and Chief Executive Officer of No Signboard** said, "Given the rise and popularity of Korean culture and food in Singapore and Malaysia, our Group is confident that Mom's Touch will be proven successful in these two areas. It has always been No Signboard's mission to expand our restaurant portfolio to cater a variety of cuisine to a larger target of consumers with different demographics and taste preferences. Given our strong foundations and extensive network in the food and beverage sector in Singapore, we are very grateful that Haimarrow has entrusted us with the Agreement to expand Mom's Touch in Singapore and Malaysia through sub-franchisees.

This Agreement comes hot on the heels following our franchise agreement with 小肥羊 ("Little Sheep") hot pot restaurants in June 2018. The Group is at its growth phase and we look forward to bringing more popular franchises into Singapore and the region to pamper the taste buds of our customers and to grow our revenue base to enhance shareholder value."

END

About No Signboard Holdings Ltd. (Bloomberg Ticker: NSB SP EQUITY)

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. The Group also has a Beer Business which promotes and distributes its *Draft Denmark* brand of beer, and a Ready Meal Business, which will distribute ready meals under its *Powered by No Signboard* endorsement.

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.

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

Issued for and on behalf of No Signboard Holdings Ltd.

By Financial PR Pte Ltd

For more information, please contact:

Romil SINGH / Colin LUM

nsb@financialpr.com.sg

Tel: (65) 6438 2990, Fax: (65) 6438 0064

IMPORTANT NOTICE

This press release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this press release.

This press release has not been examined or approved by 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:

Name: Mr Khong Choun Mun, Registered Professional, RHT Capital Pte. Ltd.

Address: 9 Raffles Place, #29-01 Republic Plaza Tower 1, Singapore 048619

Tel: (65) 6381 6757