

NEWS RELEASE

JUMBO OPENS FIRST JUMBO SEAFOOD RESTAURANT IN BEIJING

- *Located within Beijing SKP, a leading high-end iconic, luxury and fashion shopping mall located in Beijing's CBD*
- *Plans to add new JUMBO Seafood outlets in major cities in the PRC*

Singapore, 12 July 2017 – 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 the opening of its first JUMBO Seafood outlet in Beijing (“**JUMBO Beijing**”), the People’s Republic of China (the “**PRC**”). The new restaurant will be the Group’s fourth JUMBO Seafood outlet in the PRC.

JUMBO Beijing is located within the Beijing SKP, a leading high-end iconic, luxury and fashion shopping mall. The Beijing SKP is located along the major Jianguo Road within Beijing’s central business district, in close proximity to 2 luxury and business hotels – Ritz-Carlton and JW Marriott as well as prime office buildings and upmarket apartment complexes. Its strategic location allows JUMBO to reach out to an affluent clientele mix, comprising the financial and expatriate communities as well as tourists.

Occupying a floor area of almost 6,500 square feet, JUMBO Beijing has a seating capacity of 158 seats, featuring 5 VIP rooms and an activity room to cater for corporate and larger scale events.

The opening of JUMBO Beijing will further extend JUMBO's footprint in the PRC. In 2016, the Group opened its third JUMBO Seafood outlet in Shanghai International Finance Centre, a six-storey luxury shopping mall, located in the heart of the Lujiazui financial trade zone in Shanghai.

Revenue contribution from the Group's operations in the PRC has grown year-on-year. For the financial year ended 30 September 2016 ("FY2016"), the PRC operations accounted for approximately \$20.0 million or 14.6% of the Group's revenue as compared to \$10.5 million or 8.5% in the previous year.

Mr Ang Kiam Meng, Group CEO and Executive Director of JUMBO, commented, "We are heartened by JUMBO Seafood's continued success in the PRC and are excited to be able to solidify JUMBO's foothold in the market by bringing the JUMBO Seafood brand to the Chinese capital through a strategic partnership with Beijing Hualian Group."

Going forward, JUMBO plans to establish additional JUMBO Seafood outlets in major cities in the PRC and will continue to explore suitable opportunities through acquisitions, joint ventures or strategic alliances with parties who can strengthen Jumbo's market position, add value to its existing business and expand its network of F&B outlets.

The Group also intends to explore the possibility of extending its overseas footprint to other Asian markets such as Indonesia, Hong Kong, Macau, Taiwan and Thailand over the next few years.

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 arrangements) spans Singapore, the PRC, Japan and Vietnam. 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 16 F&B outlets in Singapore and 4 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. The Group's first franchised JUMBO Seafood restaurant opened in Ho Chi Minh City, Vietnam in May 2017.

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 (2016)*, *SIAS 17th 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 (2nd 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.

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