

**NEWS RELEASE**

**JUMBO EXPANDS FOOTPRINT IN TAIWAN WITH OPENING OF THIRD NG AH SIO BAK KUT TEH OUTLET**

- *Brings total number of NG AH SIO Bak Kut Teh outlets in Asia to seven*
- *Strategically located at Big City Mall, a popular retail and lifestyle destination location at the heart of Hsinchu City*



*JUMBO's third NG AH SIO Bak Kut Teh outlet in Taiwan opens in Hsinchu City*

**Singapore, 28 June 2019** – 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, is pleased to announce the opening of its NG AH SIO Bak Kut Teh franchise outlet in Hsinchu City, Taiwan.

This is the Group's third NG AH SIO Bak Kut Teh franchised outlet, and comes on the back of the recent successful opening of its second Taipei outlet in April 2019. Together with its four locations in Singapore, this brings the total number of NG AH SIO Bak Kut Teh outlets across Asia to seven.

Through its franchisee, Ho Sing Food Co., Ltd. (和興餐飲股份有限公司, "Ho Sing"), NG AH SIO Bak Kut Teh opened its first outlet outside of Singapore in July 2018. JUMBO had also previously partnered with Ho Sing to successfully introduce the JUMBO Seafood brand in Taiwan.

The newly-opened outlet is situated in Big City Mall, one of the largest shopping malls in Taiwan. Big City Mall is locally-renowned for its indoor sporting and entertainment spaces and diverse retail options. Its central location in Hsinchu City also allows the outlet to tap into the high footfall in the vicinity.

The Hsinchu City outlet occupies a total floor space of approximately 800 square feet and has a seating capacity of 16 seats. The outlet is situated strategically along a food hall with a shared dining space that will provide an additional seating capacity of 124 seats for customers, bringing the potential total seating capacity to 140 seats.

**Mr. Ang Kiam Meng, Group CEO and Executive Director of JUMBO**, commented, "We are excited to open our third NG AH SIO Bak Kut Teh outlet in Taiwan in less than a year, and heartened that NG AH SIO Bak Kut Teh, one of Singapore's pioneer Bak Kut Teh brands, is well-received by the Taiwanese consumer market. This is also a testament to the success of our expansion strategy through local partnerships with deep knowledge, proven expertise as well as a good network within the local F&B market."

Looking forward, the Group will continue to capitalise on its strong brand equity to extend its network of F&B outlets in the region. Over the next 12 months, JUMBO intends to open at least one more NG AH SIO Bak Kut Teh outlet in Taiwan, the first JUMBO Seafood restaurant in South Korea, and one more Tsui Wah Hong Kong-styled “Cha Chaan Teng” outlet in Singapore.

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Please refer to the following links to view the outlet’s grand opening:

1. [https://jumbogroup.sg/NAS\\_TW/Video1.mp4](https://jumbogroup.sg/NAS_TW/Video1.mp4)
2. [https://jumbogroup.sg/NAS\\_TW/Video2.mp4](https://jumbogroup.sg/NAS_TW/Video2.mp4)
3. [https://jumbogroup.sg/NAS\\_TW/Video3.mp4](https://jumbogroup.sg/NAS_TW/Video3.mp4)



## 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 cities like Singapore, Shanghai, Beijing, Xi'an, Fuzhou, Taipei, Taichung, Hsinchu City, Ho Chi Minh, Bangkok, Tokyo and Osaka. 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 13 F&B outlets in Singapore and 6 F&B outlets in the PRC, under 5 restaurant brands – *JUMBO Seafood, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine, Zui Yu Xuan Teochew Cuisine and Chao Ting*. It also operates 1 Tsui Wah Hong Kong-style "Cha Chuan Teng" in Singapore as a franchisee and manages 1 Singapore Seafood Republic outlet. Through franchising to third parties, it has JUMBO Seafood outlets in Bangkok, Fuzhou, Taipei, Taichung and Ho Chi Minh, and NG AH SIO Bak Kut Teh outlets in Taipei and Hsinchu City..

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 (2018)*, *5S Excellence Award by Restaurant Association of Singapore (2018)*, *Asia Enterprise BRAND Awards – Special Award – Gastronomy Excellence Brand Award 2018/2019*, *Diners' Choice – Best Seafood Platinum Winner 2018*, *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 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](http://www.jumbogroup.sg).

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## **Important Notice**

*This press release has been prepared by the Company and has been reviewed by the Company's sponsor, United Overseas Bank Limited (the "Sponsor"), for compliance with Rules 226(2)(b) and 753(2) of the Singapore Exchange Securities Trading Limited (the "SGX-ST") Listing Manual Section B: Rules of Catalyst. This press release has not been examined or approved by the SGX-ST. 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.*

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