



F J BENJAMIN SECURES EXCLUSIVE RIGHTS FOR POMELO BRAND IN MALAYSIA

SINGAPORE, 10 November 2025 — F J Benjamin Holdings Ltd (“**FJ Benjamin**”, and together with its subsidiaries, “**Group**”) is pleased to announce that its wholly-owned subsidiary, F J Benjamin (M) Sdn. Bhd., has signed a distribution agreement with Pomelo Fashion Co., Ltd., (“**Agreement**”) securing the exclusive rights to operate the Pomelo brand in Malaysia.

The Agreement became effective as at 7 November 2025 and shall remain in effect for an initial term of five (5) years with options, subject to mutual agreement, to renew for another term of five (5) years.

Douglas Benjamin, Group Chief Executive Officer (“**CEO**”) of FJ Benjamin, said: “*We are very happy to have the opportunity to work with such vibrant brand that has a proven track record in such a competitive market like Thailand and that is fast becoming known as a ‘go-to’ for affordable and up to date fashion and forever wearables.*”

“We’re thrilled to partner with FJ Benjamin, one of Southeast Asia’s most respected retail groups, to accelerate Pomelo’s regional expansion. This collaboration brings together Pomelo’s digital-first fashion and technology-driven retail model with FJ Benjamin’s deep expertise in brand building and retail operations. Together, we’re setting the stage to redefine the fashion retail experience across Malaysia and beyond.”, said David Jou, CEO of Pomelo.

About F J Benjamin Holdings Ltd (www.fjbenjamin.com)

With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer-driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1996 (Ticker: F10), F J Benjamin Holdings Ltd has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 159 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

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About Pomelo Fashion Co., Ltd. (“Pomelo”)

Pomelo, founded in 2013, is one of Southeast Asia’s leading omnichannel fashion brands, merging trend, technology and customer experience. Its Tap.Try.Buy. model lets customers shop online, try in-store and pay only for what they keep. With a focus on sustainability through eco-conscious materials, water-neutral denim and ethical production, Pomelo has become a loved brand across Asia. Its collections are available on pomelofashion.com, the Pomelo app and select marketplace platforms.

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*This press release has been reviewed by F J Benjamin Holdings Ltd’s sponsor, ZICO Capital Pte. Ltd. (the “**Sponsor**”).*

*This press release has not been examined or approved by the Singapore Exchange Securities Trading Limited (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 Ms Goh Mei Xian, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone: (65) 6636 4201.

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