

NEO GROUP DEDICATES NEW YEAR'S DAY TO CHARITY WITH RECORD-BREAKING DONATION

- ***In an unprecedented move, Neo Group donated over \$160,000, its January 1st revenue from four catering brands, to at least six non-profit organisations***
 - ***This will be a yearly tradition starting this year***

Singapore, 2 January 2016 – Neo Group, Singapore's leading food catering group, will be donating more than \$160,000, the proceeds from its first day of sales in 2016, to six non-profit organisations. To usher in the New Year on a positive note, Neo Group made this unprecedented move to give back to the community. The new initiative, titled "Begin with Love", will be held annually henceforth.

The organisations to receive the majority of these proceeds for 2016 are AWWA, Halogen Foundation Singapore, Cheng Hong Welfare Service Society, Sian Chay Medical Institution, Ren Ci, and the Singapore Thong Chai Medical Institution. The Group is currently in the midst of considering requests from other non-profit organisations. Interested non-profit organisations can submit their requests till the first week of January.

On 1 January 2016, Neo Group delivered over \$160,000 worth of orders, exceeding previous years' sales records for the first day of the year by 50% (compared to 2015). The New Year sales included all buffet packages from Neo Group's four catering brands: Neo Garden Catering, Deli Hub Catering, Orange Clove and Best Catering.

Prior to the "Begin with Love" initiative, Neo Group has been regularly advocating for philanthropy through leading by example. Neo Group has reached out to over 50 charities, donating over S\$200,000 since the inception of its SEED Fund four years ago. Neo Group's staff are also encouraged to donate to charity, with a dollar-for-dollar match by the founder, chairman and CEO, Mr Neo Kah Kiat. The Group is also known for breaking sales figure records year-on-year. In 2015, Neo Group was listed in the Singapore Book of Records for serving 1,189 events around the island in a single day.

Mr Neo said, "Giving is the expressway to success and we thank our customers for sharing this vision with us. We look forward to begin 2016 on a high – by working hand in hand with our customers to usher in the New Year with a celebration of food, and do our part for those in need. We hope to inspire more companies to also consider helping the less fortunate, for every bit counts when it comes to giving."

Members of the public who wish to find out more about the initiative, as well as non-profit organisations who are keen to submit their requests, can visit www.neogroup.com.sg/BeginWithLove. For more information on Neo Group and its brands, please visit www.neogroup.com.sg.

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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. The Group has been ranked as the number one events caterer in Singapore since 2010¹ and owns an integrated value chain to provide one-stop food and catering solutions.

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

Under its Food Catering Business, the Group operates four brands – Neo Garden, 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, -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 more than 25 outlets across Singapore and a licensed outlet in Jakarta, Indonesia, as of 10 December 2015. It serves a variety of high-quality and affordable Japanese food at convenient locations.

The Group also operates issho izakaya, a Japanese drinking and dining establishment and NANAMI UDON, which offers well-liked Japanese Tempura and Udon meals at great value and convenience. In 2014, the Group acquired two other brands – Choz and Fu Yuan. Choz provides traditional Chinese wedding cakes and full-month celebration cakes packages whilst Fu Yuan offers assorted *nonya kuehs* and traditional handmade snacks for every occasion.

The Group also operates a flowers and gifts business, I DO Flowers & Gifts, which supports buffet settings and provides flowers and gifts through an online platform for a variety of occasions, catering to a wide range of budgets.

To support the logistical needs of its businesses, the Group's Food and Catering Supplies Business sources for ingredients and materials directly from manufacturers and distributors to ensure higher quality control within the Group, as well as timely deliveries. It also supplies ingredients and Japanese food products to third parties.

Through upstream acquisitions of Thong Siek Holdings – manufacturer, distributor and retailer of surimi-based seafood products and the popular “DoDo” brand of fishballs – and CT Vegetables & Fruits Pte Ltd that trades over 300 varieties of fruits and vegetables to a wide customer base, Neo Group is able to enhance its value chain to provide one-stop food and catering solutions to customers.

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¹ As defined in Euromonitor International report, “Events Catering Services in Singapore”, dated December 2014 whereby events catering refers to food catering services provided for social or corporate events only

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