

NEWS RELEASE

NEO GROUP SECURES CORPORATE CLIENTS – SINGAPORE EXPO AND THE STAR PERFORMING ARTS CENTRE – FOR ITS “ORANGE CLOVE” BRAND

- ***Appointed as one of the official caterers by Singapore Expo and Star Performing Arts Centre***
- ***Increasing recurring income stream with contracts from Corporate Clients***
- ***Cater to growing Meetings, Incentives, Conventions and Exhibitions (MICE) market***



Caption: Orange Clove – Cross-cultural style fusing Asian and International dishes for mid-high end market

Singapore, May 12, 2014 – Neo Group Limited ("Neo Group" or together with its subsidiaries, the "Group")(梁苑集团有限公司), a leading food catering group in Singapore, announced today that it has recently been appointed as one of the official caterers for two one-year contracts from corporate clients – Singapore Expo and The Star Performing Arts Centre (“The Star Pac”) – for its “Orange Clove” brand.

Duration of the contract with Singapore Expo is for the period April 1, 2014 to March 31, 2015 whilst the year-long contract from The Star PAC is between January 1, 2014 to December 31, 2014.

Mr. Neo Kah Kiat (梁佳吉), Founder, Chairman and CEO of the Group said, “We are pleased to have secured these two year-long contracts from reputable corporate clients amidst tight competition. This is a strong testimony of their faith in our ability to deliver innovative and highly customisable mid-high end buffets, with their needs in mind.

“Singapore Expo is a top ranked venue in Asia with the largest purpose built MICE facility in Singapore covering over 123,000 sq m of indoor and outdoor space. As one of their official caterers, we will have the opportunity to play a significant part in catering to over 700 events that Singapore Expo hosts on average annually. At the same time, the MICE market remains vibrant and working closely with Singapore Expo, we will have the opportunity to tap on this exciting segment.

“As for The Star Pac, it’s the first and only 5,000 seat performing arts theatre in Singapore. With Orange Clove’s deep expertise and creativity in themed events, it’s a good fit with The Star Pac, which is the venue of choice for a plethora of events from pop concerts and musicals to seminars, meetings and community events.”

Established in 2008, Orange Clove Catering is the Group's premium catering brand. It is a leading provider of restaurant-quality international cuisines in Singapore. Halal-certified, Orange Clove Catering’s cross-cultural style, fusing Asian and international dishes, appeals to a more discerning upper middle market segment and MNCs and deploys a creative and logistics team, as well as chefs for on-site cooking to create elaborate buffet set-ups at events as well as private yacht parties.

Mr Neo added, “Through a growing recognition, Orange Clove Catering achieved a successive year-on-year order growth of premium buffets, from 13,335 in FY2013 to 17,816 in FY2014. Orange Clove Catering continues to be at the forefront of ingenuity and has served over 716,000 customers in FY2014. Specifically, for its Corporate Client segment, this has grown exponentially, from a handful when it started in 2008, to 4,500 for FY2014.

“Building on our comprehensive catering knowledge and ability to create events with a difference, we will continue to look at opportunities to increase our recurring income stream. We remain fully committed to staying relevant by refreshing our menus and food concepts to maintain our high repeat business.”

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. In 2012 and 2011, the Group was ranked by Euromonitor as the number one events caterer¹ in Singapore.

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

Under its Food Catering business, the Group operates four brands namely, Neo Garden Catering, 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 to corporate to community functions. In addition, Best Catering offers daily meal delivery services to customers.

¹ Based on a report “Events Catering Services Singapore” dated Apr 2012 prepared by Euromonitor International Limited. “Events Catering” means food catering services provided for social or corporate events only.

For the Food Retail business, the Group operates a chain of 24 umisushi outlets across Singapore and 1 licensed outlet in Jakarta, Indonesia. It serves a variety of high-quality Japanese food at affordable prices at convenient locations.

To support the logistic needs of its Food Catering and Food Retail businesses, the Group's Food and Catering Supplies Business sources for ingredients and materials directly from manufacturers and distributors to ensure that its kitchens receive its supplies most economically, in a timely manner. It also supplies ingredients and Japanese food products to third parties.

IMPORTANT NOTICE

This news release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, CIMB Bank Berhad, Singapore Branch (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"), this being the SGX-ST Listing Manual Section B: Rules of Catalist. The Sponsor has not independently verified the contents of this document.

The document has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document. The contact persons for the Sponsor are Mr Yee Chia Hsing, Head, Catalist and Mr Benjamin Choy, Director, Corporate Finance. The contact particulars are 50 Raffles Place, #09-01 Singapore Land Tower, Singapore 048623, telephone: +65 6337 5115.

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