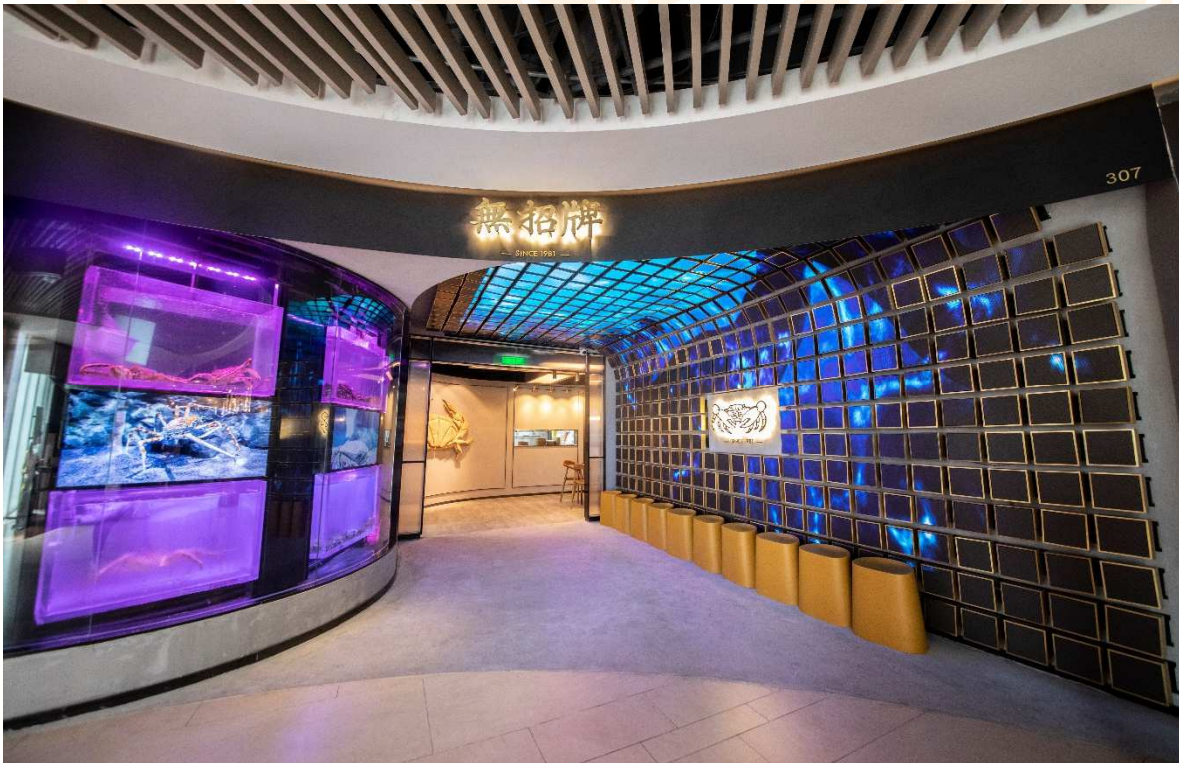


MEDIA RELEASE

No Signboard opens its first seafood restaurant in Shanghai, China and marks maiden entry into overseas market since its listing in Singapore

- Group sets foot into China's growing consumer market with its first foray into overseas market since being listed on the SGX Catalist on 30 November 2017
- The venture will expand the Group's portfolio to four seafood restaurants in total, including three in Singapore
- The restaurant is located at Shanghai's K11 art mall and features the Group's *Draft Denmark* beer for the first time in China



SINGAPORE, 14 October 2019 – No Signboard Holdings Ltd. (“無招牌控股有限公司”) (“No Signboard”, and together with its subsidiaries, the “**Group**”), a leading food and beverage (“**F&B**”) player in Singapore with a track record of over 30 years, launched its first overseas seafood restaurant in Shanghai, China. With the addition of the new Shanghai restaurant, the Group’s portfolio of seafood restaurants grew to four, whilst the remaining three are located in Singapore.

The opening of the new Shanghai restaurant marks a key milestone for the Group and is part of the Group’s expansion plan for its No Signboard seafood brand. No Signboard seafood restaurants has been voted *Singapore’s Top F&B Brand for Seafood Category* and was awarded the *Certificate of Popularity* in 2017 by popular Chinese website, Dianping.com (大众点评). With its flagship restaurant at the Esplanade and two other restaurants at Vivocity and Clarke Quay Central respectively, No Signboard seafood restaurants have been serving seafood cuisine in areas with high volume of tourist crowds in Singapore. According to Singapore Tourism Board¹, along with Indonesia and India, China has remained the biggest source of visitors and spending in Singapore. With a presence in China, the Group aims to raise the awareness of our brand and attract more tourist crowd to our Singapore restaurants.

Shanghai is the most populous urban area in China and the second most populous city in the World after Chongqing, China.² Given the popularity of No Signboard’s seafood restaurants among travellers from China in Singapore, the Group has made the decision to setup its first overseas seafood restaurant in Shanghai, China.

Designed by Bregman and Hamann Architects, Shanghai’s K11 is a mixed development for offices and high-end retail shopping with art as its central theme. Located near Huaihai Park in the former Luwan District of Shanghai, the iconic landmark overlooks the People's Square across the Yan'an Elevated Road. With a seating capacity of 62, The Group’s Shanghai restaurant will be located on level 3 of the K11 art mall.

¹ <https://www.stb.gov.sg/content/stb/en/statistics-and-market-insights/tourism-statistics/quarterly-tourism-performance-report.html>

² www.stats-sh.gov.cn, Shanghai Municipal Statistics Bureau, March 2019

Commenting on the opening of the Group's maiden overseas seafood restaurant in Shanghai, **Mr Sam Lim (林榮森), Executive Chairman and Chief Executive Officer of No Signboard** said, "Our seafood restaurant business has continued to be a pillar of strength and has remained the core revenue driver for our Group. We have been actively exploring ways to expand our seafood business and geographic expansion will play a key role in our business strategy. Based on a report by McKinsey³, the growth in China's consumer market has been supported by rising household incomes and an accumulation of wealth. The share of households in the mass affluent category and above in China (defined as a household with disposable household income of 18,000 RMB or more per month) quadrupled from 3% in 2010 to 12% in 2018.³ Encouraged by careful research and studies on the market, our Group has chosen Shanghai as our first overseas destination.

Shanghai has always been renowned worldwide for their love of eating Chinese mitten crab or also famously known as Shanghai hairy crab as a delicacy during autumn. Now, our Group is delighted to be able to introduce our signature *White Pepper Crab* into the Shanghainese market. Moreover, the K11 art mall is an upscale prime location where the affluent in Shanghai does their luxury shopping. Our Group will continue to explore other opportunities regionally to expand our business."

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About No Signboard Holdings Ltd.

No Signboard Holdings Ltd. (無招牌控股有限公司), which traces its origins to the late 1970s, is a leading lifestyle F&B player in Singapore. It is principally engaged in operating a chain of seafood restaurants under its *No Signboard Seafood* brand. Backed by a track record of over 30 years of quality cuisine and customer focused service, the *No Signboard Seafood* brand of premium seafood restaurants is one of the leading seafood restaurant chains in Singapore. It is also widely known for its signature White Pepper Crab dish created by its founder Mdm Ong Kim Hoi, which is one of its bestselling dishes.

The Group also has a Beer Business which promotes and distributes its *Draft Denmark* brand of beer. In addition, the Group operates two franchises - the Mom's Touch Chicken and Burger restaurants in Singapore and Malaysia under a master franchise agreement and the Little Sheep Hotpot restaurants in Singapore only under an exclusive franchise agreement.

A testament to its strong branding, the Group has received numerous accreditations and awards over the years including the SG50 Prestige Enterprise Award 2015/2016 – Singapore's Top F&B Brand for Seafood Category for its Restaurant Business and the Outstanding Brands – Beer 2016 for its Beer Business.

³ McKinsey Global Institute, China and the world: Inside the dynamics of a changing relationship, July 2019

The Group was successfully listed on the Catalist of the Singapore Exchange Securities Trading Limited (“SGX-ST”) on 30 November 2017.

For more information, please visit nosignboardseafood.com

Issued for and on behalf of No Signboard Holdings Ltd.

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