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WOK'S UP

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Jan 2016 - Mar 2016

Complimentary Copy



JIMB食
GROUP

is now listed on the Singapore Exchange

EDITOR'S NOTE

New Year. New Beginnings. New Possibilities.

First and foremost, we would like to wish everyone a happy 2016! We kick-started this year with a bang with JUMBO Group's successful listing on the Singapore Exchange (SGX)! This major milestone paved a new world of opportunities for JUMBO and we are all geared up for the days ahead with exciting expansion plans in the pipeline. As we map out the plans for the next few years, we would like to also take a quick walk down memory lane and reminisce the early days of JUMBO. Find out more about the Initial Public Offering (IPO) in our cover story on page 18!

More good news to share as we enter 2016 – JUMBO was conferred the People Excellence Award by SPRING Singapore – the highest accolade accredited to organisations for people excellence. This reflects a strong testament of how JUMBO values its people and seeks to ensure that all staff are well-taken care of with ample opportunities to progress in their career with us. We were also awarded at the E50 Awards and Singapore Productivity Awards organised by the Singapore Business Federation, which recognizes companies for contributing to the economic developments in Singapore as well as achieving significant results in rising productivity!

Beyond stellar performances, JUMBO also consistently focuses on fostering a strong family culture within the organization. We held our staff badminton tournament where staff can come together to keep fit and a series of sushi-making workshops to showcase their culinary creativity!

With the Lunar New Year approaching, we would like to wish everyone a blissful and prosperous New Year. We hope to see you at our outlets during your yearly reunion gatherings. For now, do enjoy our first 2016 edition of Wok's Up!

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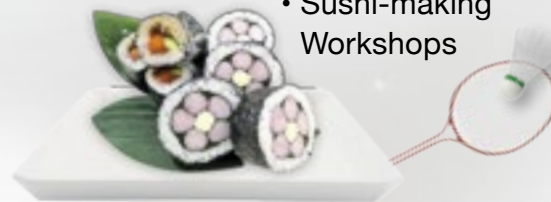
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www.jumboseafood.com.sg



the big name in seafood

Singapore

East Coast Seafood Centre
6442 3435

Riverside Point
6532 3435

The Riverwalk
6534 3435

NSRCC's Changi Clubhouse
6552 3435

Dempsey Hill
6479 3435

China (Shanghai)

iAPM
+86 21 6466 3435

Raffles City
+86 21 6418 3435

IFC Mall
+86 21 6895 3977



www.CHLTeochewCuisine.com.sg



醉
醉花林品酒軒
CHUI HUAY LIM TEOCHEW CUISINE

authentic Teochew cuisine

Chui Huay Lim Club
6732 3637

www.jpot.com.sg



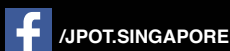
HOTPOT SINGAPORE STYLE
珍寶火鍋

hotpot Singapore style

VivoCity
6273 3536

Tampines 1
6532 3536

Parkway Parade
6884 3536



www.jumbogroup.sg/jcafe



J Café
SINGAPORE'S LOCAL DELIGHTS

Singapore's local delights

NSRCC's
Changi Clubhouse
6546 3839

www.ngahsio.com



肉骨茶
NG AH SIO
Bak Kut Teh

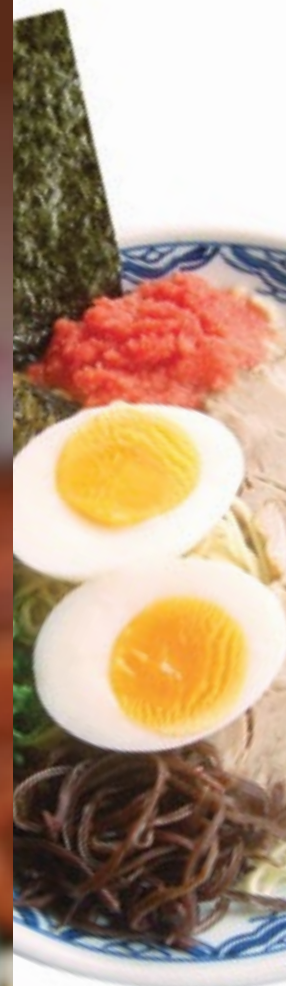
taste of heritage

Rangoon Road
6291 4537

The Shoppes at
Marina Bay Sands

Tanjong Katong Road
6344 4537

Chui Huay Lim Club
6250 4537



www.yoshimarusamen.com.sg



YOSHIMARU
ramen bar

home of traditional Hakata ramen

Holland Village
6463 3132



www.singaporeseafoodrepublic.com



Singapore's best loved seafood brands under one roof

Waterfront@
Resorts World
Sentosa
6265 6777



JUMBO Corporate Office

www.jumbogroup.sg

Blk 7 Kaki Bukit Road 1 #05-01/02 Eunos Technolink Singapore 415937
626-JUMBO (626-58626)



JUMBO Catering

www.jumbogroup.sg/catering

626-CATER (626-22837)



JUMBO eShop

www.JUMBOeShop.com.sg

NEWS BITES

We are 1st Runner-Up in the Enterprise 50 Awards!

JUMBO emerged first runner-up amongst 50 organisations at the Enterprise 50 (E50) Awards held on 19 November 2015 at the Resorts World Convention Centre! The ceremony is jointly organised by The Business Times and KPMG, supported by the International Enterprise Singapore (IE Singapore), Singapore Business Federation (SBF) and SPRING Singapore, and sponsored by OCBC Bank. It recognises the top 50 local, privately-held companies that have contributed to the economic development in Singapore and abroad. "It is necessary for the company to continue participating in awards such as Enterprise 50 as it is a 'report book' on how well we have done", said JUMBO Group's Chief Executive Officer, Mr Ang Kiam Meng who received the award from the Minister for Trade and Industry, Mr S. Iswaran.



JUMBO Seafood expands in Shanghai, China!

Following JUMBO's successful listing on 9 November 2015, there are plans to increase the number of JUMBO Seafood Restaurants in Shanghai, China! To satisfy your cravings for Chilli Crab when you are in China, see below on where to find us in Shanghai:



iAPM,
Shanghai
(Since 2013)



Raffles City,
Shanghai
(Since 2015)



IFC Mall,
Shanghai
(Opening in 2016)

2ND ANNUAL MEMBERS' APPRECIATION NIGHT 2016
MOVIE STAR PARTY

3 BEST DRESSED MOVIE STARS OF THE NIGHT WILL WIN ATTRACTIVE PRIZES

STAND TO WIN LUCKY DRAW PRIZES WORTH \$10,000

ENJOY LIVE BAND PERFORMANCES

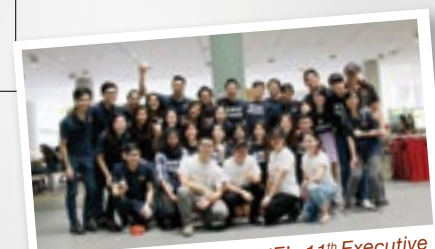
BE PART OF A MOVIE THROUGH A SERIES OF FUN ACTIVITIES AND MANY MORE!

Date: 20 January 2016
Time: 6pm Till Late
Venue: Chui Huay Lim Club
Fees: \$128 Per Pax
\$1088 Per Table (10pax)

To join us for this party, simply approach our staff or register via www.jumbogroup.sg
Registration closes 13 January 2016

Members' Appreciation Night 2016

Get ready for a Movie Star Party at our 2nd annual Members' Appreciation Night, happening on 20 January 2016 at Chui Huay Lim Club! Be it Harry Potter, Sherlock Holmes or the Cat Woman, join us as your favourite movie character and enjoy a night of wine & dine, dance and attractive prizes worth \$10,000. Tickets are for sale at \$128 per person or get a 15% discount for a table of 10 persons.



Group Photo of BONDUE's 11th Executive Committee and JUMBO's staff

The Secret of Winning: Our People

JUMBO's constant efforts in driving innovation to boost productivity has been duly recognised at the Singapore Productivity Awards Ceremony held on 27 November 2015, as we clinched the Award of Excellence in the F&B Sector. This award was initiated by the Singapore Business Federation to recognise organisations that have achieved significant results in their productivity journeys.



J Café

ZI CHAR SET @ \$45*
(U.P. \$65)

Available from Mondays to Fridays (except Public Holidays)
11am to 7.30pm

1 Dec 2015 - 29 Feb 2016

Enjoy a Jug of Tiger Beer at
50% OFF
When you order any of the weekly Zi Char Sets*

*Terms & Conditions apply

National Service Resort & Country Club
10 Changi Coast Walk Singapore 499739 (at Golfers' Terrace)
Tel: 6546 3839

Zi Char Set & Tiger Beer Promotion

Come on down to J Café from now till 29 February 2016 to enjoy our special Zi Char Set @ \$45 (U.P. \$65) and purchase one Jug of Tiger Beer at half price! Promotion is valid from Mondays to Fridays (except Public Holidays), dine-in only from 11am till 7.30pm!

Reaching Out at BONDUE - Farewell

The Singapore Management University (SMU)'s 11th Executive Committee of BONDUE held its last event of the year – BONDUE Farewell on 5 November 2015 at Lee Kong Chian School of Business's atrium. JUMBO was part of the celebrations and sponsored our signature JUMBO Chilli Crab Sauce with Deep-Fried Mantous and Seafood Fried Rice for 500 SMU students. Apart from capturing the young audience with our delectable food, we hope to capture the palates of people across all ages.





JUMBO SEAFOOD 珍寶海鮮



贺年盆菜

FESTIVE PEN CAI

Available from
18 Jan - 22 Feb 2016

\$288++
(6位/pax)

\$398++
(10位/pax)

Please call us 1 day in advance to pre-order your Festive Pen Cai
(Festive Pen Cai is not available at JUMBO Seafood Riverside)

Lunar New Year Celebration Set Menus available from

\$228++
(4位/pax)

\$368++
(6位/pax)


\$498++
(8位/pax)

\$628++
(10位/pax)

(18 Jan - 22 Feb 2016, except 7 Feb)

East Coast Seafood Centre
Riverside Point
The Riverwalk
NSRCC's Changi Clubhouse
Dempsey Hill

Tel: 6442 3435
Tel: 6532 3435
Tel: 6534 3435
Tel: 6552 3435
Tel: 6479 3435

 JUMBOSeafood
www.jumboseafood.com.sg

Savoury Delights for the New Year

Usher in the Lunar New Year with JUMBO's Chinese New Year festive dishes. Tantalising gourmet specially crafted for families and friends to celebrate good times and bond over good food!



01 Live 'Soon Hock' Steamed with Cordyceps Flower

Pamper your taste buds and nourish your body at the same time with our delectable 'Soon Hock' Steamed with Cordyceps Flower. Topped with Enoki & Shimeji Mushrooms, and Cordyceps Flower, this dish helps strengthen the immune system; well-suited for people of all ages to feast and enjoy!



02 Cod Fish in Crab Roe & Broccoli

The perfect combination of Cod Fish, Crab Roe, Scallop Shreds and Egg White — this dish is rich in vitamins and minerals, ideal for celebrations and merriment.



03 Golden Stir-fried King Prawns

There is no better way to treat your palates this CNY. The fragrance and aroma of succulent King Prawns accentuated with Sweet Chilli Sauce, Lime, Garlic Cloves and Spring Onions is a must-have for family and friends to delight in!



04 Braised Whole Abalone with Fish Maw in Abalone Stock

Enjoy both delicacies concocted into one. This dish offers not just a mouth-watering experience, but also helps keep your complexion smooth and tender, coupled with health-benefiting elements from Fish Maw!

05 Double-boiled Superior Shark's Fin Soup with Fish Maw and Scallops

Tenderly brewed for more than 8 hours, this collagen-rich Shark's Fin Soup with Fish Maw and Scallops will bring you to a gastronomical high with its rich and aromatic flavours.



Available at Singapore Seafood Republic and all JUMBO Seafood outlets EXCEPT East Coast Seafood Centre

Available at Chui Huay Lim Teochew Cuisine

RECIPE

Teochew Pig's Trotter Jelly

1. Cook pig's trotter, pig's skin, pork belly and dried spices in water
2. Simmer for 2 hours using a medium fire till the ingredients are soft (You may use a plate to weigh the ingredients down to ensure thorough cooking)
3. Slice the pig's skin into equal rectangular sizes and place one layer of pig's skin at the bottom of the plastic container
4. Debone and mince the pig's trotter
5. Mince the pork belly
6. Bring the broth (water that was used to boil the ingredients) to boil again
7. Add in salt, gelatin powder, sugar, minced pig's trotter, pork belly and simmer with a small fire
8. Add in dark soy sauce and stir well (for coloring)
9. Remove the layer of oil that floats on top
10. Transfer the ingredients and broth into a steel bowl and chill in an ice bath (put the steel bowl into a bigger container filled with water & ice)
11. Scoop the minced ingredients up using a strainer
12. Layer the ingredients evenly in the plastic container (Order: pig's skin at the bottom of the container → mince meat → broth → pig's skin on top)
13. Sprinkle fine galangal evenly on the top
14. Keep it in the refrigerator overnight to solidify
15. Remove from plastic container, slice and is ready to serve

Pig's Skin
200g



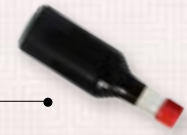
Pig's Trotter
500g



Pork Belly
150g



Dark Soy
Sauce
4g



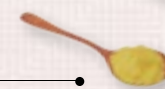
Salt
4g



Fine Galangal
15g



Gelatin
Powder
30g



Sugar
3g



Water
3 litres



Licorice Slice
3g



Cinnamon Stick
6g



Star Anise
6g



HR ACTIVITIES

Bonding as One JUMBO Family

Staff Badminton Tournament

Over 70 staff from various outlets came together for a day of battle at the Singapore Badminton Hall on 9 December 2015. Armed with their best weapons (badminton rackets) and fitness attires, the air of healthy competition brewed an aura of fun and excitement

as various teams vied for the top spots. After a day of spectacular performances no less exciting than the Olympic Finals, the "Lin Dans" and "Lee Chong Weis" of JUMBO emerged.

Our heartiest congratulations to the winners of all three categories – Men Doubles, Women Doubles and Mixed Doubles- where the Champion team brought home \$500 food vouchers and a trophy cup. The 1st, 2nd and 3rd Runner-Ups brought home food vouchers worth \$400, \$300 and \$200 respectively.



Group photo of the winners of the tournament

Men's Doubles:

Champion
Master V7

1st Runner Up
钻石组合

2nd Runner Up
King Man

3rd Runner Up
Big Boy

Women's Doubles:

Champion
JHQ

1st Runner Up
星月组合

2nd Runner Up
Knockout

3rd Runner Up
JSG Team 2

Mixed Doubles:

Champion
Speed 88

1st Runner Up
EDOS

2nd Runner Up
JCN 1

3rd Runner Up
V-Power

Sushi-making Workshops



All work and no play makes our everyday dull and colourless. As such, a series of sushi-making workshops were held in October and November last year for our staff to display their culinary creativity, while enjoying the fruits of their labour! About 50 staff participated in the workshops and mastered the art of making sushi rolls such as Chumaki and Kazarimaki (with peach flower design). The workshops were a time of bonding and camaraderie, completed with the pretty and delicious sushi rolls they made.

JUMBO REWARDS PROGRAMME



What are JUMBO Dollars (J\$)?

As a JUMBO Rewards Member, you are rewarded with points, or as we call it JUMBO Dollars, when you dine at JUMBO Seafood, JPOT or Chui Huay Lim Teochew Cuisine

How do I earn J\$?

With every \$20 spent (before service charge and GST), you will earn J\$1



J\$ can be used to

- Offset up to 30% of your bill with J\$1 = \$1*
- Redeem for vouchers and lifestyle merchandise

* Not valid with other discounts (including JUMBO Rewards discount), vouchers & promotions

How do I check my J\$ balance?

- 1) Simply visit www.jumbogroup.sg/jumbo-rewards
- 2) Click on 'Member Login'
- 3) Log in with your Identification Card number and password



AWARDS

A People's Brand



JUMBO's belief in nurturing its people and value-adding to every staff in the organisation was recognised at SPRING Singapore's Business Excellence Award Ceremony held on 14 October 2015. JUMBO Group clinched The People Excellence Award (PEA) – the highest accolade accredited to organisations for people excellence. This award recognises organisations with a total approach in managing people and achieving high performance through its people systems, and whose outstanding people management capabilities have contributed significantly to its business excellence.

With more than 700 employees, JUMBO's brand philosophy of bonding people through food must first resonate amongst its people. Our Chief Executive Officer (CEO) Mr Ang Kiam Meng believes that when staff are well-taken care of, they will translate this act of care to customers by delivering good services from the heart.

Our main manpower challenge lies in recruiting the right talent for each role and enabling them to upgrade their skillsets to not only contribute to the organisation, but also to attain personal growth in their careers. Some of our unique offerings include a Fast Track Programme which recognises staff who are performing well to take on supervisory roles within 12 months. This programme helps staff to realise their potential

and enables them to maximise their capabilities in a shorter time. Other training opportunities include a 9-month customised leadership programme and a 24-month Skills Upgrading Programme with Nitec in F&B operations. As there is a diverse mix of staff at JUMBO, we also provide basic and intermediate conversational English lessons for staff to ensure that the services delivered to customers are not compromised by language barriers. With such a comprehensive suite of training programmes in place, our workers receive an average of 120 hours of training, three times more than the national average!

At JUMBO, everyone is family. Beyond career progression, we also believe in fostering a knitted culture by ensuring that everyone have a sense of belonging. Regular staff-bonding events and activities are held to allow staff to spend time with one another beyond work. Staff welfare is a pertinent aspect as well. When we discovered that our foreign workers were living in poor conditions, a hostel programme was created for them where they pay \$250 a month to share a room with three other colleagues coupled with air-conditioning, Wi-Fi and a common area with TV.

Over the years, our focus in nurturing our people has reflected well through a low attrition rate of below 4% for the last three years, compared to an average of 4.5% across the F&B industry. The PEA is an attestation of our commitment towards nurturing people and value-adding to their career growth at JUMBO and we look forward to bringing the JUMBO brand to greater heights through our people and food!



Best wishes from the JUMBO Family



**We will continue
to serve you better.
Happy Chinese
New Year!**

*Sun Wen Jing
Chui Huay Lim
Teochew Cuisine*



**Be healthy and happy!
Wishing you a happy
and prosperous
Chinese New Year!**

*Gilbert Sin
YOSHIMARU
ramen bar*

**Chinese New Year
is coming and
I wish everyone a
prosperous New Year.**

*Lau Fu Qin
JUMBO Seafood*



**May JUMBO grow
into an internationally
household renowned
brand name in
the New Year!**

*Andrew Oon
JPOT*

**I hope we open more
outlets in China, and
hopefully the whole of
South East Asia!**

*Huang Qin Juan
JUMBO Seafood*

**I hope JUMBO Group can
expand to Vietnam, India,
Philippines and Thailand
in time to come!**

*Li Jin
Singapore Seafood
Republic*

**Congratulations
to JUMBO!**

**I hope that JUMBO
Group will have
more brands!**

*Siow Yok Kuang
J Café*



**We hope that
everyone will have
a smooth and happy
year ahead!**

*Lin Xin
NG AH SIO
Bak Kut Teh*

JUMBO Group is now listed on the Singapore Exchange

2015 was truly a watershed year for JUMBO as we celebrated our successful listing on the Catalist Board of the Singapore Exchange Securities Trading Limited! With our successful Initial Public Offering (IPO), JUMBO raised approximately \$40 million which will be channelled into plans to establish new and refurbish existing outlets, acquire new premises, equipment and machinery, as well as expand the business through acquisitions, joint ventures and strategic alliances. This major milestone will also enable us to bring the JUMBO brand beyond Singapore to other parts of the region.

The Listing Ceremony took place at the Singapore Exchange (SGX) on 9 November 2015 where we marked our trading debut with the striking of the 'gong' at 9am. Together with our guests and staff, we celebrated our listing with a lion dance performance and a gift exchange between SGX and JUMBO.

Mr Ang Kiam Meng, CEO and Executive Chairman of JUMBO Group, presented a 24K gold-plated crab to Mr Mohamed Nasser Ismail of Head of SME Development and Listings, SGX, symbolising JUMBO's continual efforts in seeking to maintain the gold standard of our multi-dining concept F&B establishments.

The celebrations continued in the evening with a celebratory dinner held specially to thank our staff, sponsors, auditors, legal counsels, and all who made this historic milestone possible. Two years of preparation and hard work finally came to fruition and the IPO was met with resounding support from investors. Our star dish – Chilli Crab with Deep-Fried Mantous was naturally the highlight of the night as everyone enjoyed themselves in an informal dining setting with performances, basking in good spirits.

As at the time of our listing, JUMBO was the largest IPO year-to-date based on proceeds raised from both the public and cornerstone investors! Offering 88.23 million shares at 25 cents each, JUMBO shares peaked at 39.5 cents on its first day of trading, reflecting strong investor interest. One of our cornerstone investors, Mr Ron Sim, Founder, Chairman and Chief Executive Officer of OSIM International Ltd commented, "It's a company with great potential. Their dishes – Chilli Crabs and Black Pepper Crabs can be world dishes." Mr Sim added that he has no plans to cash out on his \$8 million investment anytime soon.

Our other cornerstone investor is Temasek Holdings unit, Heliconia Capital Management, which invested \$10 million in JUMBO. Heliconia Chief Executive Officer, Mr Derek Lau said, "For Heliconia, our mandate is to identify and support Singapore-headquartered companies to be globally competitive companies."



"For Heliconia, our mandate is to identify and support Singapore-headquartered companies to be globally competitive companies."



Cover Story

Adding on to the list of notable investors, a number of JUMBO staff also subscribed for JUMBO shares, signifying their confidence in and support for the company. "I am very confident about JUMBO's growth with the roll out of their business strategies and future plans, be it in terms of innovation or overseas expansion," shared Ms Julia Tang who has been working at JUMBO Seafood for the past 12 years. "I have met a lot of overseas customers who are interested to franchise the JUMBO brand in European markets," she added.

As a publicly-listed group, JUMBO now has a larger capital base for the continued expansion of our business. There are currently plans to acquire new premises for our Corporate Headquarters, Central Kitchen and Research & Development (R&D) Kitchen to cater to our future growth and development. We will also be opening at least four new outlets in both Singapore and China over the next two years. To kickstart 2016, we opened our third JUMBO Seafood outlet in January at Shanghai!

A Walk Down Memory Lane

The continued support and confidence our investors have in us are built on our proven track record established over the years and a strong emphasis on food and service quality. Together, these factors have helped us to realise our philosophy of "bonding people through food" and establish a large customer base. Our current JUMBO Rewards programme now has over 48,000 members!

For close to 30 years, JUMBO Seafood has grown with many Singaporeans and international visitors as they chose to celebrate special occasions with us. From a humble family restaurant set up at East Coast Seafood Centre in 1987, JUMBO Seafood has expanded its presence in Singapore as a household name with a

suite of well-loved brands - JUMBO Seafood, JPOT, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine, J Café, YOSHIMARU ramen bar and Singapore Seafood Republic - with the goal of serving good quality local delights for every occasion.

Over the years, JUMBO has become a household name, synonymous with quality, tantalising food served in a warm, welcoming ambience. It is not just a top-of-the-mind dining venue for families but also for working professionals and tourists. In fact, our flagship JUMBO Seafood outlet was named one of the 50 iconic places to visit in Singapore in TripAdvisor's Singapore 50 list.

Innovation plays an important role in JUMBO's success. In 2008, we set up a Central Kitchen and R&D Kitchen to maintain a high standard of food quality and create new dishes. As such, we are able to continually introduce new dining concepts and ideas that cater to our customers' evolving taste preferences, incorporate elements of culinary surprises, and offer new dining experiences.

JUMBO ventured overseas in 2013 with the opening of our flagship store in Shanghai. We served a plethora of dishes including our signature Chilli Crab, peppery Bak Kut Teh, the delicate and subtle Teochew Cold Crab and Braised Duck as well as the irresistible Hainanese Chicken Rice. The unique and authentic Singaporean dishes were a hit and we opened an additional outlet in Shanghai in 2015. Today, we have 16 F&B outlets in Singapore and 3 in China, under 7 restaurant brands with more than 700 staff.

Throughout the year, JUMBO was also awarded numerous accolades including the Enterprise 50 Awards (2nd position), Singapore Productivity Awards 2015 (F&B Sector), People Excellence Award 2015, Influential Brands 2015 and HRM Awards 2015 (SME Employer of the Year).

Towards New Horizons

Even as JUMBO forges ahead to explore new terrains, we remain true to our founding principles of having a heart for our customers and a passion for food. We look forward to continue introducing new culinary ideas and providing delightful dining experiences to bond people through food and create long-lasting memories. These guiding philosophies have propelled and shaped our brand throughout the decades, and will continue to do so in the years to come.



JUMBO GROUP

