

## NEWS RELEASE

### JUMBO CLINCHES TWO AWARDS IN THE INAUGURAL CTRIP FOOD AWARDS 食美林 2016/ 2017

- **JUMBO Seafood's outlet at Dempsey Hill wins "Excellence Award (新加坡甄选)"**
- **NG AH SIO Bak Kut Teh's outlet at Rangoon Road receives "Local Delights Award (新加坡风味)"**

**Singapore, 2 December 2016** – JUMBO Group Limited ("JUMBO", or the "Company" and together with its subsidiaries and subsidiary entities, the "Group"), one of Singapore's leading multi-dining concept food and beverage ("F&B") establishments, is pleased to announce that it has been conferred two awards in the inaugural Ctrip Food Awards 食美林 2016/ 2017. Listed on the NASDAQ Stock Exchange, Ctrip (携程旅行网) is a leading provider of travel services and China's largest online travel agency. To date, the Ctrip app has garnered downloads exceeding 1 billion.

The inaugural award celebrates the Top 50 dining establishments in Singapore. The establishments are judged based on Chinese diners' feedback on Ctrip, and matched by actual tastings and reviews by a special panel set up by Ctrip. The judging panel includes well-travelled connoisseurs like Singapore-born and Hong Kong-based food critic Chua Lam (蔡澜), Chinese culinary author/columnist Lao Bo Tou (老波头), Ctrip founder James Liang (梁建章), as well as Chinese music producer-composer Gao Xiaosong (高晓松).

The winning establishments are grouped into three main categories – Luxury Restaurants receive either a one, two or three star rating; Fine restaurants with fair pricing receive the Excellence Award; and authentic and affordable eateries with local

food options receive the Local Delights Award. JUMBO Seafood's outlet at Dempsey Hill has been awarded the Excellence Award for its quality food at affordable pricing, while NG AH SIO Bak Kut Teh's outlet at Rangoon Road has been conferred the Local Delights Award. Some of NG AH SIO's Bak Kut Teh's signature dishes include its peppery Bak Kut Teh soup cooked in distinct Teochew style and its Teochew Braised Pig Trotters.

Mr. Ang Kiam Meng (黄建铭), CEO and Executive Chairman, said, "We are honoured to receive such high recognition for our brands, and this is testament of the quality food and services that the Group strives to provide to every customer. The positive appraisal from our Chinese diners is encouraging and supports the Group's plans to expand its brands to other major Chinese cities. We are grateful to our customers for their continued support and will work towards strengthening JUMBO's brand appeal among our customers."

### **About JUMBO Group Limited**

JUMBO is one of Singapore's leading multi-dining concept F&B establishments.

The Group's network of F&B outlets (including those of its associated companies and those under licensing arrangements) spans Singapore, the People's Republic of China (the "PRC") and Japan. JUMBO also provides catering services for customers in Singapore, and sells packaged sauces and spice mixes for some of its signature dishes in its outlets, selected stores, supermarkets, travel agencies and online via the JUMBO eShop.

Fulfilling its philosophy of “Bonding People Through Food”, JUMBO has a total of 15 F&B outlets in Singapore and 3 F&B outlets in the PRC, under 5 restaurant brands – *JUMBO Seafood, JPOT, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine* and *J Café*. It also manages 1 *Singapore Seafood Republic* outlet.

The Group also has a Central Kitchen in Singapore to maintain stringent quality standards and the consistency in the tastes of its signature dishes, increase productivity and lower costs. JUMBO’s Research and Development Kitchen facilitates the creation of new dishes and improvement of food preparation processes.

The Group has received many awards, accolades and notable mentions in prestigious publications for the high quality of food and service offered by the Group’s F&B brands.

Some of the Group’s more recent awards and accolades include the *Excellent Service Award (2012 to 2016)*, *SIAS 17<sup>th</sup> Investors’ Choice Awards – Winner of Most Transparent Company Award for New Issues (2016)*, *Singapore Business Awards – The Enterprise Award (2016)*, *Singapore Corporate Awards – Best Investor Relations Merit Award for First-Year Listed Companies (2016)*, *People Excellence Award (2015)*, *HRM Awards – SME Employer of the Year (2015)*, *Influential Brands Award – Top Brand for Seafood Category (2015)*, *Singapore SME 1000 Company (2015)*, *Singapore Prestige Brand Award – Established Brand Category (2012)* and *Heritage Category (2012)*, and the *Enterprise 50 Award (7<sup>th</sup> place in 2012 and 2<sup>nd</sup> place in 2015)*.

JUMBO Seafood was also featured amongst the “Top 50 most iconic places in Singapore to visit” list compiled by TripAdvisor in 2015 in conjunction with SG50 celebrations.

For more information, please visit [www.jumbogroup.sg](http://www.jumbogroup.sg).

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