

NEWS RELEASE

JUMBO EXPANDS REGIONAL PRESENCE TO VIETNAM

- ***Signs franchise agreement for JUMBO Seafood restaurants in Ho Chi Minh City and Danang, Vietnam***
- ***First restaurant expected to open in Ho Chi Minh City in mid-2017***
- ***Continues to strengthen Singapore presence with new NG AH SIO Bak Kut Teh outlet in Ngee Ann City***

Singapore, 3 January 2017 – JUMBO Group Limited (“**JUMBO**”, or the “**Company**” and together with its subsidiaries, the “**Group**”), one of Singapore’s leading multi-dining concept food and beverage (“**F&B**”) establishments, announced that it had on 21 December 2016 entered into its first franchise agreement to bring JUMBO Seafood to Vietnam.

The franchise agreement was inked by JUMBO’s wholly-owned subsidiary, JUMBO Group of Restaurants Pte Ltd., and Nova Bac Nam 79 Joint Stock Company for rights to operate JUMBO Seafood restaurants in Ho Chi Minh City and Danang, Vietnam. The agreement is for an initial term of 10 years commencing from 21 December 2016, which may be renewed for a further 10 years subject to certain conditions.

Plans are in the pipeline to open 3 JUMBO Seafood outlets in Ho Chi Minh City and Danang over the next 2 years, the first of which is expected to open in Ho Chi Minh City in mid-2017.

Mr. Ang Kiam Meng (黃建銘), CEO and Executive Chairman, said, “We are excited to bring our iconic JUMBO Seafood brand to Vietnam. With JUMBO Seafood’s strong brand name, we aim to tap the potential demand for our quality Singapore seafood cuisine in the Vietnamese consumer market together with our franchise partner.

This first franchise agreement for the JUMBO Seafood brand also marks a key milestone for the Group and is in line with the Group’s strategy to pursue franchising opportunities to diversify and grow our business offerings and geographic markets,” added Mr. Ang.

The Group currently owns and operates 5 JUMBO Seafood outlets in Singapore, and 3 JUMBO Seafood outlets in Shanghai, the People’s Republic of China (“PRC”).

Meanwhile, the Group is also growing its Singapore-based business presence, with the opening of a new NG AH SIO Bak Kut Teh outlet at the Food Village (Takashimaya Food Court) in Ngee Ann City. This brings the total number of NG AH SIO Bak Kut Teh outlets in Singapore to 6.

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 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 16 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 recent awards and accolades include the *Excellent Service Award (2016)*, *SIAS 17th 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 Productivity Awards – Excellence in F&B sector (2015)* and the *Enterprise 50 Award (2nd place in 2015)*.

JUMBO Seafood was also featured in 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.

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