

NEWS RELEASE

KATRINA TO EXPAND OVERSEAS FOOTPRINT, ENTERS INTO MOU WITH LEADING RESTAURANT CHAIN OPERATOR, AJISEN CHINA

- Katrina and Ajisen China to collaborate in opening restaurants under the “So Pho” brand in Hong Kong and PRC
- Proposed Collaboration expected to be by way of franchise or joint venture
- MOU builds on Katrina’s strategy to diversify its revenue stream and grow its presence in overseas markets

Singapore, 29 March 2017 – Katrina Group Ltd. (“Katrina” or the “Group”), an established and recognised Food & Beverage (“F&B”) group specialising in multi-cuisine concepts and restaurant operations, entered into a non-binding Memorandum of Understanding (“MOU”) with Ajisen (China) Holdings Limited (“Ajisen China”).

Under the terms of the MOU, Katrina and Ajisen China (collectively the “Parties”) will collaborate in opening restaurants under the brand “So Pho” in Hong Kong and the People’s Republic of China (the “PRC”) (the “Proposed Collaboration”). The Parties shall negotiate and determine the manner of the Proposed Collaboration, whether by way of franchise or joint venture (or such manner as Parties may mutually agree).

Ajisen China, which is listed on the Main Board of Hong Kong Stock Exchange, is one of the leading and largest fast casual restaurant (“FCR”) chain operators with an extensive chain of restaurants in Hong Kong and the PRC. The experience and network Ajisen China provides in Hong Kong and the PRC will complement Katrina’s strength in multi-cuisine concepts nicely.

Commenting on the MOU, Mr. Alan Goh (“吴景轩”), Founder, CEO and Executive Chairman of Katrina said, “This collaboration is a step towards our aim of increasing our overseas presence and diversifying our revenue stream. Working with an immensely successful partner such as Ajisen China places us in good stead to capitalise on the huge market potential in Hong Kong and the PRC. We are honoured and pleased to announce this strategic partnership and we look forward to the multitude of opportunities that lie ahead.”

Ms. Wai Poon (“潘慰”), Founder, Chairman and CEO of Ajisen China said, “We are delighted to be working with a likeminded partner that understands the needs of consumers and the food industry. Katrina’s ability to create successful multi-cuisine concepts will pair well with our integrated value chain.”

The definitive agreement is expected to be negotiated and finalised by the first half of 2017.



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ABOUT KATRINA GROUP LTD. (BLOOMBERG TICKER KTG:SP)

With an established history since 1995, Katrina Group Ltd. ("Katrina" or the "Group") is a Food & Beverage group that specialises in multi-cuisine concepts and restaurant operations. The Group owns and operates 33 restaurants in Singapore and two restaurants in the People's Republic of China (the "PRC") under nine different proprietary F&B brands, namely, Bali Thai, Streets, Honguo, So Pho, Indobox, Muchos, RENNthai, Bayang and Hutong. These brands serve a multitude of cuisines, namely Indonesian, Thai, Hong Kong, Yunnan, northern Chinese, Mexican and Vietnamese.

Katrina prides itself on the identification of consumer trends and creating concepts that meet the demand of a wide spectrum of patrons from different market segments. Of the Group's nine brands, five are casual dining brands and four are mid-ranged dining brands, all strategically located in convenient and high foot traffic locations. In addition, four of the Katrina Group's brands – Bali Thai, Streets, So Pho and Indobox – are Halal-certified.

<http://katrinagroup.com/>

ABOUT AJISEN (CHINA) HOLDINGS LIMITED (BLOOMBERG TICKER 538:HK)

Ajisen (China) Holdings Limited ("Ajisen (China)" or the "Company"; together with its subsidiaries, the "Group") is one of the leading fast casual restaurant ("FCR") chain operators in the People's Republic of China ("PRC") and Hong Kong Special Administrative Region ("Hong Kong"). Since its establishment in 1996, the Group has been selling Japanese ramen and Japanese-style dishes under the Ajisen brand in the PRC and Hong Kong by incorporating Chinese people's culinary preferences and the essence of the Chinese cuisine, carefully developing over one hundred types of Japanese-style ramen and dishes that cater for the Chinese people's palate. Combining the elements of fast food shops and traditional restaurant elements, the Group has become a fast-growing FCR chain operator.

<http://www.ajisen.com.cn/>



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Issued for and on behalf of Katrina Group Ltd.

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