

NEWS RELEASE

Katrina partners Hong Kong-listed Ajisen Group to grow “So Pho” brand in China and Hong Kong

- Katrina ready to invest 30% of US\$1.5 million into JV company, So Pho International Limited, as working capital
- JV leverages on both partners’ expertise, providing a platform for synergistic growth
- Partnership in line with Katrina’s expansion plans in strengthening its regional market position and extending its market reach

Singapore, 12 July 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, has entered into a subscription and shareholders’ agreement (“SSA”) with Big Benefit Group Limited, a wholly-owned subsidiary of Ajisen (China) Holdings Limited (“Ajisen China”, and together with its subsidiaries, collectively, the “Ajisen Group”) via its wholly-owned subsidiary Katrina International Pte. Ltd. (“KIPL”).

The Group will hold 30% stake in the joint venture (“JV”) company, So Pho International Limited (the “JV Company”) which will manage and operate restaurants, snack-bars, cafes, cafeterias, canteens, bar services, self-service restaurants and/or food and drink catering which serve Vietnamese-style dishes under Katrina’s “So Pho” brand in China and Hong Kong.

Figure 1. Ms Poon of Ajisen Group and Mr Goh of Katrina shaking hands at the signing ceremony



Under the SSA, Katrina and Ajisen China have undertaken to provide funding to the JV Company for working capital purposes up to US\$450,000 and US\$1,050,000 respectively by way of interest-free shareholder’s loans as and when required by the JV Company.

In relation to this partnership, Katrina will grant the JV Company a sole and exclusive right to use, sub-license and franchise the trade name of “So Pho” and the associated trademarks, logos, designs and trade names and know-how in China and Hong Kong.

Katrina GROUP LTD.

1 Sims Lane #05-05 Singapore 387355 Tel: (65) 6292 4748 | Fax: (65) 6292 4238 Website: www.katrinagroup.com

Ajisen China is one of the leading fast casual restaurant ("FCR") chain operators in China and Hong Kong and has a retail network of close to 700 restaurants in 120 cities and 30 provinces in China and Hong Kong. Ajisen China also has a support network of manufacturing centres in Shanghai, Chengdu, Tianjin and Dongguan as well as 7 food manufacturing and processing centres in other major cities.

Contribution from each party to this partnership include the provision of Katrina's technical knowhow and its brand development expertise with regards to the "So Pho" brand and Ajisen China driving the operational and financial management aspects with its in-depth knowledge of the markets there and its years of experience in F&B outlet operation.

Commenting on the new JV, Mr. Alan Goh ("吴景轩"), Founder, CEO and Executive Chairman of Katrina said, "We are excited to partner Ajisen China, which is one of the largest and most successful restaurant chains in China. This collaboration will extend our geographical reach in China and help us enter the Hong Kong market. It is a bold step in the right direction in further strengthening Katrina as a regional F&B group. We look forward to a long-lasting partnership with Ajisen China and further opportunities to come."

Ms. Wai Poon ("潘慰"), Founder, Chairman and CEO of Ajisen China said, "We are glad that this collaboration has come into fruition. With our strong track record and Katrina's brand development capabilities, we look forward to growing the "So Pho" brand in China and Hong Kong to bring mutual success for both Ajisen China and Katrina."

The Group's investment in the JV Company will be funded through internal resources.

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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 35 restaurants in Singapore and one restaurant in the People's Republic of China (the "PRC") under nine different proprietary F&B brands, namely, Bali Thai, Streats, Hongguo, 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, Streats, 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/>

This news release has been prepared by the Company and its contents have been reviewed by the Company's Sponsor Hong Leong Finance Limited (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this news release.

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The contact person for the Sponsor is Mr Tang Yeng Yuen, Vice President, Head of Corporate Finance, Hong Leong Finance Limited, at 16 Raffles Quay, #40-01A Hong Leong Building, Singapore 048581, telephone: +65 6415-9886.



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Issued for and on behalf of Katrina Group Ltd.

By Financial PR Pte Ltd For more information, please contact:

Romil SINGH / El LEE / Jonathan YEOH

romil@financialpr.com.sg / el@financialpr.com.sg / jonathanyeah@financialpr.com.sg

Tel: (65) 6438 2990, Fax: (65) 6438 0064



streats



SO PHO



RENNthai

Bayang



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Hutong
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