

## NEWS RELEASE

### NEO GROUP KICK STARTS THE YEAR OF THE RED MONKEY WITH FOURTH CONSECUTIVE RECORD BREAKING LUNAR NEW YEAR SALES

- **1,531 events catered for on first day of Lunar New Year breaks the Group's Singapore Book of Records entry of 1,189 last year;**
- **Delights discerning palates with new festive menus served:**
  - **Great Abundance Yu Sheng, a spectacular 30-inch Yu Sheng dish;**
  - **Imperial Seafood Ball Platter, specially developed from choice "DoDo" brand of seafood balls (fish maw, lobster pearl and crab roe), cooked oden-style;**
  - **Abundance Popiah DIY sets.**



Highly popular new dishes launched by Neo Group – the **Great Abundance Yu Sheng**, a spectacular 30-inch Yu Sheng dish (centre); the **Imperial Seafood Ball Platter** (right), complete with auspicious and colourful seafood balls and the **Abundance Popiah DIY Set** (left)



*Mr Neo Kah Kiat, Neo Group's Founder, Chairman and CEO, celebrating with management and staff at the Group's Yuan Xiao party, with a remarkable Dragon Yu Sheng approximately 330 feet long*

**Singapore, 2 March 2016** – Singapore's leading caterer, Neo Group Limited ("**Neo Group**", 梁苑集团有限公司, or together with its subsidiaries, the "**Group**"), is pleased to announce that it has set its fourth consecutive record in the Singapore Book of Records for the most number of events catered for on the first day of the Lunar New Year this year, breaking its previous record.

Neo Group served a record total of 1,531 events across Singapore on 8 February 2016, up from the Singapore record of 1,189 events catered for on the first day of Lunar New Year last year – marking a strong start to the Year of the Red Monkey.

The Group's laudable marketing efforts coupled with high quality food and services, which contributed to this good outcome, have not gone unnoticed. On 19 February 2016, it was officially recognised by the Singapore Book of Records for setting a new high by serving 1,531 events on the first day of the Lunar New Year, marking another milestone in the Group's achievements.

Neo Group's Founder, Chairman and CEO, Mr Neo Kah Kiat (梁佳吉), said: "We are delighted to kick start the Year of the Monkey with success by breaking our own record. To meet evolving consumer tastes, we've introduced many new festive menus to complement our evergreen favourites this year. Our ability to meet a growing customer base for our Food Catering business stems from our enlarged premises and central kitchen capacity, allowing us to fulfill increased orders. We have also placed a strong emphasis on technology to ensure consistent food quality; and a smooth order and delivery logistics flow, to cope with the large orders.

"We have added new menus such as the Imperial Seafood Ball Platter following our recent acquisition of the TSH Group, Singapore's largest fishball manufacturer, which owns the popular "DoDo" brand of fishballs. We will continue to look for opportunities to grow revenue streams as well as harness synergies and economies of scale following our recent acquisitions of TSH Group and CTVeg Group, the latter, a trader of 300 varieties of fruits and vegetables. With an enhanced vertically-integrated value chain, we are confident that it will sharpen our competitive edge. Apart from enabling us to better serve all valued customers with a greater variety of menus, dining experiences are also enhanced through turnkey food and catering solutions."

Some of the highly popular new dishes launched by Neo Group during the Lunar New Year period included the Great Abundance Yu Sheng, a spectacular 30-inch Yu Sheng dish, the Imperial Seafood Ball Platter, complete with auspicious and colourful seafood balls and the Abundance Popiah DIY Set which offers the fun and delicious activity of preparing one's own popiah.

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## About Neo Group Limited

Neo Group Limited is a leading food catering group in Singapore. Established since 1992, the Group possesses an award-winning track record and is one of the most recognised brand names in Singapore. The Group has been ranked as the number one events caterer in Singapore since 2010<sup>1</sup> and owns an integrated value chain to provide one-stop food and catering solutions.

The Group is involved in the Food Catering, Food Retail, Food Manufacturing and Food and Catering Supplies businesses, combining their synergistic qualities to bring customers top value in delivering fresh and tasty meals on time.

Under its Food Catering Business, the Group operates four brands – Neo Garden, Orange Clove, Deli Hub and Best Catering. All four brands supply buffets spanning a wide variety of styles and prices to suit a diverse range of occasions, from private, corporate to community functions. In addition, Best Catering offers daily meal delivery services to customers.

For the Food Retail Business, the Group operates a chain of more than 26 outlets across Singapore and a licensed outlet in Jakarta, Indonesia, as of 31 January 2016. It serves a variety of high-quality and affordable Japanese food at convenient locations.

The Group also operates *issho izakaya*, a Japanese drinking and dining establishment and NANAMI UDON, which offers well-liked Japanese Tempura and Udon meals at great value and convenience. In 2014, the Group acquired two other brands – Choz and Fu Yuan. Choz provides traditional Chinese wedding cakes and full-month celebration cakes packages whilst Fu Yuan offers assorted *nonya kuehs* and traditional handmade snacks for every occasion.

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<sup>1</sup> As defined in Euromonitor International report, “Events Catering Services in Singapore”, dated December 2014 whereby events catering refers to food catering services provided for social or corporate events only

The Group also operates a flowers and gifts business, I DO Flowers & Gifts, which supports buffet settings and provides flowers and gifts through an online platform for a variety of occasions, catering to a wide range of budgets.

To support the logistical needs of its businesses, the Group's Food and Catering Supplies Business sources for ingredients and materials directly from manufacturers and distributors to ensure higher quality control within the Group, as well as timely deliveries. It also supplies ingredients and Japanese food products to third parties.

Through upstream acquisitions of Thong Siek Holdings – manufacturer, distributor and retailer of surimi-based seafood products and the popular “DoDo” brand of fishballs – and CT Vegetables & Fruits Pte Ltd that trades over 300 varieties of fruits and vegetables to a wide customer base, Neo Group is able to enhance its value chain to provide one-stop food and catering solutions to customers.

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026/16/002/NGL

2 March 2016