



KITCHEN CULTURE HOLDINGS LTD.

(Company Registration No: 201107179D)

(Incorporated in the Republic of Singapore on 25 March 2011)

PROFIT WARNING FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2012

The Board of Directors of Kitchen Culture Holdings Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) wishes to announce that following a preliminary review of the unaudited financial results of the Group for the financial year ended 31 December 2012 (“**FY2012**”), the Group is expected to record a net loss for FY2012.

This was mainly attributable to:

- (1) Losses arising from its newly started joint venture entity in Hong Kong; and
- (2) Losses arising from its wholly-owned subsidiary in Malaysia due to a decrease in retail revenue as a result of the general slowdown and uncertainties in the global economy, coupled with higher selling and distribution expenses.

The Group’s operations in Singapore are expected to remain profitable in FY2012, despite general market conditions continuing to be challenging.

Further details of the Group’s financial performance will be disclosed when the unaudited financial results for FY2012 are announced on or before 1 March 2013.

Shareholders and investors are advised to exercise caution when dealing in the shares of the Company. Persons in doubt as to the action they should take should consult their stockbroker, bank manager, solicitor, accountant or other professional advisers.

By Order of the Board

Lim Wee Li
Executive Chairman and Chief Executive Officer
8 February 2013

*This announcement has been prepared by the Company and its contents have been reviewed by the Company’s sponsor (“**Sponsor**”), Canaccord Genuity Singapore Pte. Ltd. for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”). Canaccord Genuity Singapore Pte. Ltd. has not independently verified the contents of this announcement.*

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made, or reports contained in this announcement.

The contact person for the Sponsor is Mr Alex Tan, Managing Director, Corporate Finance, Canaccord Genuity Singapore Pte. Ltd., at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854-6160.