

## Change - Announcement of Appointment::Announcement of Appointment of Executive Officer

## Issuer &amp; Securities

<b>Issuer/ Manager</b>	KITCHEN CULTURE HOLDINGS LTD.
<b>Securities</b>	KITCHEN CULTURE HOLDINGS LTD. - SG2D45972171 - 5TI

## Announcement Details

<b>Announcement Title</b>	Change - Announcement of Appointment
<b>Date &amp; Time of Broadcast</b>	03-Apr-2014 17:24:41
<b>Status</b>	New
<b>Announcement Sub Title</b>	Announcement of Appointment of Executive Officer
<b>Announcement Reference</b>	SG140403OTHR524A
<b>Submitted By (Co./ Ind. Name)</b>	Lim Wee Li
<b>Designation</b>	Executive Chairman and Chief Executive Officer
<b>Description (Please provide a detailed description of the event in the box below)</b>	<p>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 (the "SGX-ST"). Canaccord Genuity Singapore Pte. Ltd. has not independently verified the contents of this announcement.</p> <p>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.</p> <p>The contact person for the Sponsor is Mr Alex Tan, Chief Executive Officer, Canaccord Genuity Singapore Pte. Ltd. at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854-6160.</p>

## Additional Details

<b>Date Of Appointment</b>	03/04/2014
<b>Name Of Person</b>	Mathew Sim Siang Ping
<b>Age</b>	47
<b>Country Of Principal Residence</b>	Singapore
<b>The Board's comments on this appointment (including rationale, selection criteria, and the search and nomination process)</b>	<p>Following the recommendations of the management and the Nominating Committee, and having considered the objectives of the Group and the role and responsibilities of Mr Sim, the Board is of the view that Mr Sim should be re-designated as an Executive Officer of the Group, effective from 3 April 2014.</p> <p>Mr Sim has been promoted to his current job title since August 2010. There is no change in Mr Sim's job title and scope following this re-designation.</p>
<b>Whether appointment is executive, and if so, the area of responsibility</b>	Executive. Mr Sim is responsible for all aspects of business for the Sub-Zero and Wolf Division.
<b>Job Title (e.g. Lead ID, AC Chairman, AC</b>	

<b>Member etc.)</b>	General Manager (Sub-Zero and Wolf Division)
<b>Familial relationship with any director and/ or substantial shareholder of the listed issuer or of any of its principal subsidiaries</b>	Nil
<b>Conflict of interests (including any competing business)</b>	Nil
<b>Working experience and occupation(s) during the past 10 years</b>	Mr Sim joined the Group in November 2002 as Assistant Retail Manager. He was promoted to Account Manager in May 2007 and to Senior Manager (Appliance) in July 2009. Mr Sim has been the General Manager (Sub-Zero and Wolf Division) since August 2010.
<b>Shareholding interest in the listed issuer and its subsidiaries?</b>	No
<b>Past (for the last 5 years)</b>	Nil
<b>Present</b>	Nil
<b>(a) Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?</b>	No
<b>(b) Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?</b>	No
<b>(c) Whether there is any unsatisfied judgment against him?</b>	No
<b>(d) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?</b>	No
<b>(e) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal</b>	No

proceedings of which he is aware) for such breach?	
(f) Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?	No
(g) Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of any entity or business trust?	No
(h) Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?	No
(i) Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?	No
(i) any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or	No
(ii) any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or	No
(iii) any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or	No
(iv) any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?	No
(k) Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or	

<b>issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?</b>	No
<b>Any prior experience as a director of a listed company?</b>	No
<b>If Yes, Please provide full details</b>	Not applicable



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