



KITCHEN CULTURE HOLDINGS LTD.

(Company Registration No: 201107179D)

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

PROFIT WARNING FOR THE HALF YEAR PERIOD ENDED 30 JUNE 2014

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 half year period ended 30 June 2014 (“**HY2014**”), the Group is expected to record a net loss for HY2014.

This was mainly attributable to:

- (1) Losses arising from its then 80%-owned subsidiary, Eclat Office Club Pte. Ltd.; and
- (2) Losses arising from its wholly-owned subsidiary in Malaysia due to weak retail sales.

The Group’s operations in Singapore are expected to remain profitable in HY2014, 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 HY2014 are announced on or before 14 August 2014.

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
24 July 2014

*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, Chief Executive Officer, Canaccord Genuity Singapore Pte. Ltd., at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854-6160.