

KITCHEN CULTURE HOLDINGS LTD.

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Media Release

Kitchen Culture Awarded Contracts for Projects worth S\$6.2 million

Singapore, 30 December 2014 – Kitchen Culture Holdings Ltd. (“**Kitchen Culture**” or “**Company**” and together with its subsidiaries, the “**Group**”), one of Singapore’s leading premium kitchen solutions providers, is pleased to announce that the Group has clinched approximately S\$6.2 million worth of contracts during the five months between July to November 2014. As at 30 November 2014, the Group’s order book based on secured contracts amounted to approximately S\$50.1 million, of which about S\$4.1 million in contracts were secured by Kitchen Culture (Hong Kong) Limited (“**KC Hong Kong**”), a joint venture of Kitchen Culture.

These contracts are expected to be fulfilled over the next 1 to 3 years. The order book may not be reflective or indicative of the Group’s overall financial results and performance as it may be subject to variation, modification and cancellation by customers.

CONTRACTS AWARDED BETWEEN JULY TO NOVEMBER 2014***Singapore – Poggenpohl kitchen cabinets at New Futura***

KHL Marketing Asia-Pacific Pte Ltd (“**KHL Marketing**”), a wholly-owned subsidiary of the Company, was awarded a contract by Dragages Singapore Pte Ltd for the design, supply and installation of Poggenpohl kitchen cabinets at New Futura. New Futura is a freehold luxurious residential development located on Leonie Hill Road, in the Orchard district. The developer of this project is City Sunshine Holdings Pte Ltd, a subsidiary of City Developments Limited.

Singapore – Sub-Zero appliances at Corals at Keppel Bay

A contract for supply and delivery of Sub-Zero refrigerators and freezers was awarded by Woh Hup (Private) Limited to KHL Marketing. Corals at Keppel Bay, designed by renowned architect, Daniel Libeskind, is a high-end residential development comprising 11 low and medium-rise blocks located in the Keppel Bay waterfront precinct. The developer of Corals at Keppel Bay is Keppel Land Pte Ltd, a subsidiary of Keppel Land Limited.

Hong Kong – Eggersmann kitchen cabinets at 8 Mount Nicholson Road

KC Hong Kong, a 40%-owned joint venture of Kitchen Culture, was awarded a contract by Wheelock Properties (Hong Kong) Limited to supply and install Eggersmann kitchen cabinets for a prestigious residential development located at 8 Mount Nicholson Road, The Peak, Hong Kong. This ultra-luxurious development is developed by Market Prospect Limited, which is a joint venture between Wharf (Holdings) Limited and Nan Fung Development Limited.

Cumulatively, the contracts secured during the five months between July to November 2014 amounts to S\$6.2 million. Typically, the installation works to be carried out by the Group would happen near the end of the construction phase of each residential project. As such, the Group does not expect the abovementioned contracts to have a material impact on the earnings per share or net tangible assets per share of the Group for the current financial year ending 31 December 2014.

These new contracts underpins Kitchen Culture's progress towards strengthening its order book which includes some notable upcoming residential developments such as the award-winning Marina One Residences (developed by M + S Pte Ltd, a joint-venture development between Khazanah Nasional Berhad and Temasek Holdings (Private) Limited), the iconic Clermont Residences as part of Tanjong Pagar Centre as well as the luxurious V on Shenton, amongst others. The success in winning contracts within the markets which Kitchen Culture operates in is testament to Kitchen Culture's foothold as an established provider of the finest home-and-lifestyle brands and products that caters to each market's needs and trends.

None of the Directors or controlling shareholders of the Company has any interest, directly or indirectly, in the abovementioned contracts, other than through their respective shareholdings (if any) in the Company.

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ABOUT KITCHEN CULTURE HOLDINGS LTD. (Bloomberg KCH:SP)

Kitchen Culture is a provider of premium kitchen solutions that caters to the high-end markets predominantly in Singapore, Malaysia, Hong Kong, China and Indonesia.

The Group specialises in the sale and distribution of a wider range of premium imported kitchen cabinets, kitchen appliances, wardrobe systems, household furniture and accessories from Europe and USA.

By order of the Board

Lim Wee Li

Executive Chairman and Chief Executive Officer

30 December 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.

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