

**KITCHEN CULTURE HOLDINGS LTD.**

Company Registration No.: 201107179D

25 New Industrial Road

#02-01 KHL Industrial Building

Singapore 536211

Tel: (65) 6471 6776

Fax: (65) 6472 6776

www.kitchencultureholdings.com

The logo for Kitchen Culture, featuring the words "kitchen" and "culture" stacked vertically in a white, lowercase, sans-serif font against a solid black square background.**MEDIA RELEASE**

---

## **Kitchen Culture Awarded S\$11.0 million in Contracts for Residential Projects in Singapore and Malaysia**

---

**Singapore, 7 May 2012** – Catalist-listed home-grown premium kitchen solutions provider, Kitchen Culture Holdings Ltd. (“Kitchen Culture”), and together with its subsidiaries (the “Group”), is pleased to announce that the Group has clinched approximately S\$11.0 million worth of contracts for the first four months of the financial year ending 31 December 2012 (“FY2012”). The contracts were secured via two of its wholly-owned subsidiaries, KHL Marketing Asia-Pacific Pte Ltd (“KHL Marketing”) and Kitchen Culture Sdn. Bhd. in Singapore and Malaysia respectively.

The Group is of the view that these contracts would strengthen its market presence in the region and looks forward to continue to provide first-rate home and lifestyle brands and products that cater to the market trends and demands in Singapore, Malaysia and the region. These abovementioned contracts are expected to be delivered before or by year 2014.

### **A BRIEF DESCRIPTION OF THE CONTRACTS**

#### **RM15.9 million contract for Damansara City 2, Malaysia**

Kitchen Culture Sdn. Bhd. was awarded a RM15.9 million (approximately S\$6.5 million) contract by Ssang Yong Engineering & Construction Co., Ltd. for the supply and installation of Poggenpohl Kitchen cabinets for two blocks of high-end and luxurious service apartments located in Jalan Johar, Jalan Damanlela, Jalan Beringin, Kuala Lumpur, Malaysia in the development by Damansara City Sdn. Bhd.

### **An aggregate of S\$2.4 million contracts for Downtown Core, Singapore**

KHL Marketing was awarded a S\$1.9 million contract from Shimizu Corporation to design, supply and install Poggenpohl kitchen cabinets and a S\$0.5 million contract to supply and deliver Sub-Zero refrigerators and freezer, for an exclusive and high-end 12-storey apartment building to be built at the junction of Stamford Road and North Bridge Road which is part of the conservation of Capitol Theatre, Capitol Building and Stamford House. The developer for Downtown Core is a consortium consisting of Capitol Retail Management Pte Ltd (as trustee-manager for Capitol Retail Trust), Capitol Hotel Management Pte Ltd (as trustee-manager for Capitol Hotel Trust) and Capitol Residential Development Pte Ltd.

### **S\$0.9 million contract for iLiv@Grange, Singapore**

KHL Marketing was awarded a S\$0.9 million contract by Thian Sung Construction Pte Ltd to supply and install Poggenpohl kitchen cabinets for iLiv@Grange, a freehold 16-storey designer residential apartment located on Grange Road developed by Heeton Realty Pte Ltd.

### **S\$1.2 million contract by for Ardmore Three, Singapore**

KHL Marketing was awarded a S\$1.2 million contract by Kim Seng Heng Engineering Construction (Pte) Ltd to supply and deliver Sub-Zero refrigerators and freezer, for Ardmore Three, a 36-storey prestigious residential apartment located at Ardmore Park and developed by Botanica Pte Ltd, a subsidiary of Wheelock Properties (Singapore) Limited. This is in addition to the contract to design, supply and install Poggenpohl kitchen cabinets for approximately S\$3.4 million awarded for the same project in December 2011.

Typically, the installation in the Group's residential projects would happen near the end of the construction phase. 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 Company for the current financial year ending 31 December 2012.

### **ORDER BOOK**

With these new contracts awarded, the existing order book of the Group's residential projects segment as at 30 April 2012 stood at approximately S\$48.8 million.

None of the Directors or controlling shareholders of the Company has any interest, directly or indirectly, in the abovementioned contracts, save through his shareholding in the Company (if any).

## End ##

**About Kitchen Culture Holdings Ltd. (Bloomberg KCH:SP)**

Kitchen Culture is a provider of premium kitchen solutions that cater to the high-end markets predominantly in Singapore and Malaysia.

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

The Group has two office cum corporate showrooms in Singapore, namely Sub-Zero/ Wolf Division and "Haus", located respectively at 25 New Industrial Road and 55 Mohamed Sultan Road respectively. In addition, there are also two "Kitchen Culture" retail showrooms at 2 Leng Kee Road in Singapore and 45E Bangunan Bangsaria Jalan Maarof Taman Bangsar in Kuala Lumpur, Malaysia, and one "Haus" retail showroom in Palais Renaissance at 390 Orchard Road, Singapore.

---

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, Canaccord Genuity Singapore Pte. Ltd (formerly known as Collins Stewart Pte. Limited) 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. 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 Ms Joanne Khoo, Director, Corporate Finance, Canaccord Genuity Singapore Pte. Ltd. at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854-6160.*

**Issued for and on behalf of Kitchen Culture Holdings Ltd.  
by Cogent Communications Pte Ltd.**

**For more information, please contact:**

**Ena Lim**

DID: (65) 6323 3623

MOB: (65) 9117 8855

[enalim@cogentcomms.com](mailto:enalim@cogentcomms.com)

**Gerald Woon**

DID: (65) 6323 1051

MOB: (65) 9694 8364

[woon@cogentcomms.com](mailto:woon@cogentcomms.com)