

KITCHEN CULTURE HOLDINGS LTD.

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

Media Release

Kitchen Culture Awarded a Contract worth RM4.1 million

Singapore, 13 February 2015 – Kitchen Culture Holdings Ltd. (“**Kitchen Culture**” or the “**Company**”, and together with its subsidiaries, the “**Group**”), one of Singapore’s leading premium kitchen solutions providers, is pleased to announce that, in January 2015, Kitchen Culture Sdn. Bhd. (“**KCSB**”) (a wholly-owned subsidiary of the Company) was awarded a contract amounting to approximately RM4.1 million (equivalent to approximately S\$1.5 million) for the supply, delivery and installation of kitchen cabinets for phase 1 of a premium waterfront development project located in Puteri Harbour, Iskandar Malaysia, by the main contractor of the project, Tay Hup Brothers Construction Sdn. Bhd. (the “**Contract**”). The project, named Emerald Bay @ Puteri Harbour, is developed by Haute Property Sdn. Bhd., a subsidiary of Bandar Raya Developments Bhd.

As at 31 January 2015, the Group’s order book (including the Contract) based on secured contracts amounted to approximately S\$48.5 million. 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.

The Contract affirms the Group’s progress in its regional expansion in Malaysia, where KCSB has already bagged contracts for prestigious upcoming residential developments such as the luxurious Damansara City 2 project as well as the iconic LE Nouvel@KLCC project. Barring unforeseen circumstances, the Contract is expected to commence in the current financial year ending 31 December 2015 (“**FY2015**”) and is expected to have a positive impact on the consolidated net tangible assets per share and earnings per share of the Group for FY2015.

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

##End##

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

13 February 2015

*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**"). The Sponsor 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.