

ANNOUNCEMENT OF APPOINTMENT OF CHIEF FINANCIAL OFFICER *

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* Asterisks denote mandatory information

Name of Announcer *	KEONG HONG HOLDINGS LIMITED
Company Registration No.	200807303W
Announcement submitted on behalf of	KEONG HONG HOLDINGS LIMITED
Announcement is submitted with respect to *	KEONG HONG HOLDINGS LIMITED
Announcement is submitted by *	Lo Swee Oi
Designation *	Company Secretary
Date & Time of Broadcast	03-Oct-2012 23:12:45
Announcement No.	00172

>> ANNOUNCEMENT DETAILS

The details of the announcement start here ...

Date of Appointment *	01-10-2012
Name of Person*	Tan Kah Ghee
Age *	46
Country of principal residence *	Singapore
The Board's comments on this appointment (including rationale, selection criteria, and the search and nomination process) *	The Nominating Committee has recommended, and the Board of Directors has approved the appointment of Mr Tan Kah Ghee as the Chief Financial Officer of Keong Hong Holdings Limited after having reviewed and considered his experience and qualifications.
Whether appointment is executive, and if so, the area of responsibility *	The appointment is executive. Overseeing all financial, accounting and corporate secretarial matters in the Group
Job Title (e.g. Lead ID, AC Chairman, AC Member etc.)	Chief Financial Officer
Working experience and occupation(s) during the past 10 years *	2009 to 30 September 2012: Group Financial Controller, Asia Enterprises Holding Limited 2006 to 2009: Executive Director, Strategic Capital Partners Pte Ltd 2005 to 2006: Associate Director, APS Services Pte Ltd 2004 to 2005: Consulting Director, Strategic Advisory Services Pte Ltd 2002 to 2004: Finance & Business Development Director, Shunji Matsuo Pte Ltd 2000 to 2002: Business Development Director, Virgin (Asia) Management Limited
Interest * in the listed issuer and its subsidiaries *	Nil
Familial relationship with any director and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries *	Nil
Conflict of interests (including any competing business) *	Nil

>> OTHER DIRECTORSHIP#

These fields are not applicable for announcements of appointments pursuant to Listing Rule 704(9) or Catalist Rule 704(8).

Past (for the last 5 years)	Strategic Capital Advisory Limited Strategic Capital Partners Pte Ltd
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	Genpath Capital Pte Ltd SKG Triton Capital Strategies Pte Ltd
Present	Nil

>> INFORMATION REQUIRED PERSUANT TO LISTING RULE 704(7)(H)

Disclose the following matters concerning an appointment of director, chief executive officer, general manager or other executive officer of equivalent rank. If the answer to any questions is "yes", full details must be given.

(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?	<ul style="list-style-type: none"> No
(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?	<ul style="list-style-type: none"> No
(c)*	Whether there is any unsatisfied judgment against him?	<ul style="list-style-type: none"> No
(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?	<ul style="list-style-type: none"> No
(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 proceedings of which he is aware) for such breach?	<ul style="list-style-type: none"> No
(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?	<ul style="list-style-type: none"> 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?	<ul style="list-style-type: none"> ● 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?	<ul style="list-style-type: none"> ● 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?	<ul style="list-style-type: none"> ● No
(j)	Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of :-	
(i)*	any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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,	<ul style="list-style-type: none"> ● No
	in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?	
(k)*	Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or 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?	<ul style="list-style-type: none"> ● No

>> INFORMATION REQUIRED PERSUANT TO LISTING RULE 704(7)(I)

Disclosure applicable to the appointment of Director only.

	Any prior experience as a director of a listed company?	<ul style="list-style-type: none"> ●
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Footnotes	The Company was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "SGX-ST") on 16 December 2011. The initial public offering of the Company was sponsored by
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	<p>PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor").</p> <p>This announcement has been prepared by the Company and reviewed by the Sponsor for compliance with the relevant rules of the SGX-ST. The Sponsor 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 Mark Liew, Managing Director, Corporate Finance, at 20 Cecil Street, #21-02 Equity Plaza, Singapore 049705, telephone (65) 6229 8088.</p>
Attachments	Total size = 0 (2048K size limit recommended)