

ANNOUNCEMENT OF CESSATION AS CHIEF FINANCIAL OFFICER *

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* Asterisks denote mandatory information

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| 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 23:10:28 |
| Announcement No. | 00171 |

>> ANNOUNCEMENT DETAILS

The details of the announcement start here ...

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| Name of person * | Ng Siew Ge |
| Age * | 56 |
| Is Effective Date of Cessation known? * | Yes |
| If yes, please provide the date * | 30-09-2012 |
| Detailed Reason(s) for cessation * | <p>Differences in working styles.</p> <p>Based on the Company's Sponsor, PrimePartners Corporate Finance Pte. Ltd. ("PPCF")'s enquiries with the Board of Directors (the "Board") of Keong Hong Holdings Limited (the "Company") and to the best of PPCF's knowledge, there are no other material reasons for the cessation of Mr Ng Siew Ge as the Chief Financial Officer ("CFO") of the Company.</p> <p>In addition, the Board confirms that there are no concerns with regard to financial reporting that led to the departure of the CFO and there are no disagreements between the CFO and the Board with regard to practices that will have an impact on the Company's financial reporting.</p> |
| Are there any unresolved differences in opinion on material matters between the person and the board of directors, including matters which would have a material impact on the group or its financial reporting? * | No |
| If yes, please elaborate * | NA |
| Is there any matter in relation to the cessation that needs to be brought to the attention of the shareholders of the listed issuer? * | No |
| If yes, please elaborate * | NA |
| Any other relevant information to be provided to shareholders of the listed issuer? * | No |
| If yes, please elaborate * | NA |
| Date of Appointment to current position * | 01-09-2010 |

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| Job Title (e.g. Lead ID, AC Chairman, AC Member etc.) * | Chief Financial Officer |
| Role and responsibilities * | Overseeing all financial, accounting and corporate secretarial matters in the Group. |
| Does the AC have a minimum of 3 members (taking into account this cessation)? * | Yes |
| Number of Independent Directors currently resident in Singapore (taking into account this cessation) * | 3 |
| Number of cessations of appointments specified in Listing Rule 704(7) or Catalist Rule 704(6) over the past 12 months * | None |
| Shareholding * in the listed issuer and its subsidiaries * | 100,000 ordinary shares. |
| Familial relationship with any director and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries * | None |

>> OTHER DIRECTORSHIPS

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|--------------------------------------|------|
| Past (for the last 5 years) * | None |
| Present * | None |

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| Footnotes | <p>In relation to the following three questions set out above:-</p> <p>1) Are there any unresolved differences in opinion on material matters between the person and the board of directors, including matters which would have a material impact on the group or its financial reporting?</p> <p>2) Is there any matter in relation to the cessation that needs to be brought to the attention of the shareholders of the issuer?</p> <p>3) Any other relevant information to be provided to shareholders of the listed issuer?</p> <p>The Board would like to highlight that PPCF is in the midst of making its due enquiries with Mr Ng Siew Ge about his cessation as the CFO of the Company, and the Board will update shareholders if there is any new and material information.</p> <p>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 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> |
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| Attachments | Total size = 0 (2048K size limit recommended) |
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