



KEONG HONG HOLDINGS LIMITED



JOINT PRESS RELEASE

**KEONG HONG'S JOINT VENTURE COMPANY APPOINTS ACCOR
TO MANAGE ITS FIRST TWO HOTELS IN THE MALDIVES**

Singapore, 16 April 2015 – Pristine Islands Investment Pte. Ltd. (“Pristine” or the “JVC”), a joint venture company set up by Keong Hong Construction Pte Ltd (“KHC”), a wholly-owned subsidiary of Keong Hong Holdings Limited (强枫控股有限公司) (“Keong Hong” or the “Company”) and its joint venture partners, Sansui Holding Pte. Ltd. (“Sansui”), BRC Asia Limited (“BRC”), L3 Development Pte. Ltd. (“L3”) and Hotels & Resort Construction Pvt. Ltd. (“HRC”), today announces the appointment of Accor, to manage its first two hotel properties in the Maldives. Accor, the world’s leading hotel operator and market leader in Europe and Asia Pacific, will provide the full spectrum of hotel management services, including consultancy on the design and construction of the two new-build hotels.

Keong Hong’s Chief Executive Officer and Executive Chairman, Mr Ronald Leo (梁定平), who is also the JVC Chief Executive Officer, said, **“The upscale Pullman Maldives Maamutaa Resort and mid-scale Mercure Maldives Kooddoo Resort will be our first two hotel developments in the Maldives and we are pleased to partner with Accor, which has a large brand portfolio catering to different market segments and a strong brand presence in Europe and Asia Pacific. We believe that this partnership, with our collective experience, will create a new and very exciting holiday destination in the Maldives.”**

Pristine was set up on 17 July 2014 to own, develop and operate Pullman Maldives Maamutaa Resort (“Pullman Maamutaa”), Mercure Maldives Kooddoo Resort (“Mercure Kooddoo”) as well as a domestic airport in Kooddoo in Gaafu Alifu Atoll in the Maldives, at an estimated development cost of US\$120 million. KHC owns 45% of the shareholding in Pristine while Sansui, BRC and L3 each owns 15%; HRC owns the remaining 10% of the shareholding in the JVC.

Bringing stylish mid-scale and upscale accommodation to the pristine south of the Maldives

The 68-villa Mercure Kooddoo resort and 120-villa Pullman Maamutaa resort will open in 2016 and 2018 respectively, and will be located in the south of the Maldives in the Gaafu Alifu Atoll, one of the most pristine areas in the Indian Ocean, teeming with colourful marine life and boasting unmatched diving and snorkelling opportunities.

The Mercure Kooddoo resort will provide one of the best-value accommodation options in the spectacular Maldives, with 68 villas including 43 located over water and 25 scattered along the white sandy beach. The resort will be built using local materials, bright colours and stylish furniture with the interiors designed to reflect the Maldivian culture and the spirit of travel. It will be the only Maldivian beach resort directly accessible by domestic plane, without the need of an additional speedboat journey. Facilities will include an all-day dining restaurant, lobby lounge, pool and pool bar, sunset bar, spa and gym as well as a range of watersports including a dive centre. The arrival of the new Kooddoo Airport has opened up the beautiful south of the island nation, away from most of the resort developments further north of the archipelago.

The 120-villa Pullman Maamutaa, which is slated to open in 2018, will be a 'one-island, one resort project' located just 10 minutes by speedboat from the new airport on the gorgeous, unspoilt Maamutaa Island which spans 195,000 square metres. A destination in itself, the Pullman Maamutaa will be one of the most modern resorts in the Maldives, offering guests five-star services and facilities including 80 spacious bungalows set over the water and 40 dotted around the pristine beach, two swimming pools, a lounge, an all-day dining restaurant, a specialty restaurant, a sunset bar perched over the lagoon, spa and fitness centre, organic gardens, tennis court, kids club, beach playground as well as a dive centre and watersports centre so that guests can make the most out of their stay in this spectacular location.

“We are thrilled to announce our first two hotels in the Maldives at a time when the region is enjoying excellent growth, especially with travellers from the Asia Pacific,” said Michael Issenberg, Chairman and CEO Accor Asia Pacific. **“The Mercure and Pullman resorts will provide great options for travellers looking for world-class accommodation in the middle of this unspoilt lagoon and we look forward to working with Pristine to bring these exciting projects to fruition.”**

The announcement comes at a time when the Maldives are enjoying record visitor numbers with 120,468 tourists arriving in February 2015, the highest number recorded in the history of Maldives

tourism. Asia Pacific currently accounts for around 44% of visitor arrivals (with China the number one source country) and Europe accounting for 49% of visitor arrivals⁽¹⁾.

With its strong European roots and expansive network in Asia Pacific, Accor will be able to help Pristine to attract visitors from all around the world to these new projects, which are set to redefine accommodation in the Maldives. Additionally, the opening of the new airport at Kooddoo has dramatically reduced the travel time to the stunning south of the Maldives which boasts some of the most dramatic landscapes and unexplored reefs in the world. Coupled with the increased air capacity to the Maldives including new direct flights from Singapore, Kuala Lumpur and key Chinese hubs, tourism in the region is expected to grow further with anticipated visitor arrivals to reach 1.72 million by 2017⁽²⁾.

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(1) <http://tourism.gov.mv/news/tourist-arrivals-to-the-maldives-reach-record-high-in-february-2015/>

(2) <http://tourism.gov.mv/downloads/2014dec/tourism%20year%20book%202014.pdf>

Images:

Mercure Maldives Kooddoo Resort



Caption: Master plan of the 68-villa Mercure Maldives Kooddoo Resort, one of the 43 overwater villas

Pullman Maldives Maamutaa Resort



Caption: Master plan of the 120-villa Pullman Maldives Maamutaa Resort

About Keong Hong Holdings Limited (Bloomberg: KHHL SP, Reuters: KEHO.SI)

Established in Singapore in 1983 and listed on the Catalist Board of the Singapore Exchange Securities Trading Limited in December 2011, Keong Hong Holdings Limited has grown from a sub-contractor to become a provider of a broad range of building construction services to both private and public sectors for residential, commercial, industrial and institutional projects. In addition to conventional contracts including additional and alteration works, the Group also provides construction services for design and build projects.

Leveraging on its competencies in the construction business and its experience in working with established property developers and owners, the Group has first forayed into property development in 2012 through a joint venture with Frasers Centrepoint Limited to develop a 728-unit executive condominium project in Punggol. In 2013, the Group launched SkyPark Residences, a 506-unit executive condominium project jointly developed with JBE Holdings Limited. In addition, the Group has also successfully ventured overseas in resort and airport construction in Maldives.

The Group's diversified portfolio of projects include IBIS Hotel, Singapore Institute of Management, Sime Darby Performance Centre, The Esta, Martin Place Residences, Parvis, 8@Woodleigh and The Residence resort and Kooddoo domestic airport in Maldives. Its repeated customers include reputable property developers and owners such as Keppel Land group, Frasers Centrepoint Limited and MCL Land.

As testament of the Group's commitment to service and quality, Keong Hong has received numerous awards and achievements including ISO 9001:2008 and SS ISO 9001:2008 Certificate of Registration (Quality Management System), ISO 14001:2004 and SS ISO 14001:2004 Certificate of Registration (Environmental Management System) and OHSAS 18001:2007 Certificate of Registration (Occupational Health and Safety Management System). The Group has also been awarded BCA A1 grading under the category CW01 for general building, which allows it to tender for public sector construction projects of unlimited value. At the SIAS Investors' Choice Awards 2013, Keong Hong was conferred the Runner-Up for Most Transparent Company Award under the Catalist Category. For more information, please visit www.keonghong.com

About Sansui Holding Pte. Ltd.

Sansui is an investment holding company incorporated in Singapore, owned by Mr Tan Kim Tin and several individual shareholders.

About BRC Asia Limited

BRC is listed on the Mainboard of the Singapore Exchange Securities Trading Limited since 24 July 2000. BRC was incorporated in Singapore on 14 Dec 1938 under the name Malayan Wire Mesh & Fencing Co Ltd. BRC is a specialist provider of pre-fabricated reinforcing steel solutions to the construction industry, particularly in Singapore. Its core business comprises of (a) manufacturing of steel wire mesh tailor-made to construction drawing specifications and delivered on a Just-in-Time (JIT) basis; (b) providing reinforcing steel bars cut and bend and pre-fabrication services; (c) providing pre-fabricated reinforcing steel solutions to save onsite labour, time and cost; and (d) providing steel wire-related products such as BRC Weldfence. Currently, BRC has operations in Singapore, China and Malaysia. For more information, please visit www.brc.com.sg

About L3 Development Pte. Ltd.

L3 is an investment holding company incorporated in Singapore, owned by Mr Leow Ban Leong and Mr Leong Suet Wah. Both of them are also the shareholders and directors of Master Contract Services Pte Ltd ("MCS"). Currently, MCS has two joint-venture development projects with KHC, namely the executive condominium at Punggol Central/Edgedale Plains and the development of a hotel at East Coast Road.

About Hotels & Resort Construction Pvt. Ltd.

HRC was incorporated in the Republic of Maldives in 2007 which provides distinctive excellence in the construction of exquisite island resorts. It started off as an exclusive resort builder in the Republic of Maldives – the tourist paradise. HRC has been successfully undertaking construction projects of tourist resorts for turnkey and other custom designed basis in the Maldives since its inception. HRC together with its parent company, have undertaken and successfully completed more than 48 resort construction projects of varying magnitude in the Maldives and overseas. The directors of HRC have an aggregate experience of over 35 years in the resort development sector in the Maldives. For more information, please visit www.hotelsresortsconstruction.com

About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 3,600 hotels and 460,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, Gallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis *budget* and hotelF1 - provide an extensive offer from luxury to budget. With more than 160,000 employees in Accor brand hotels worldwide, the Group offers its clients and partners 45 years of know-how and expertise. For more information, please visit www.accor.com

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Media enquiries:

Ann Chan

29 Communications LLP

Mobile: (65) 9669 4816

Email: ann@29communications.com.sg

Lim Siew Yin

29 Communications LLP

Mobile: (65) 9858 4673

Email: siewyin@29communications.com.sg

Gaynor Reid

Accor Asia Pacific

Mobile: (65) 9108 3577

Email: gaynor.reid@accor.com

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The contact person for the Sponsor is Ms. Keng Yeng Pheng, Associate Director, Continuing Sponsorship, at 16 Collyer Quay, #10-00 Income at Raffles, Singapore 049318, telephone (65) 6229 8088.