



KEONG HONG HOLDINGS LIMITED

(Incorporated in Singapore on 15 April 2008)
(Company Registration Number: 200807303W)

FOR IMMEDIATE RELEASE

**KEONG HONG WINS S\$101 MILLION CONTRACT TO BUILD HOTEL
MIXED DEVELOPMENT**

Singapore, 18 March 2013 – Singapore’s homegrown building construction group, **Keong Hong Holdings Limited (强枫控股有限公司)** (“Keong Hong” or the “Company”) is pleased to announce that Keong Hong Construction Pte Ltd, a wholly-owned subsidiary of the Company has been awarded the contract by CEL-Alexandra Pte Ltd, a subsidiary of mainboard listed Chip Eng Seng Corporation Ltd (“CES”), to construct a 19-storey hotel mixed development comprising a 13-storey hotel tower and a 6-storey podium, which will consist of three levels of commercial shop space and three levels of multi-storey carparks (the “Project”).

Located at the busy junction of Jalan Bukit Merah and Alexandra Road (ex-Safra Building), the Project will commence construction end of March 2013 (“Commencement Date”) in phases and is scheduled to be completed within 24 months from the Commencement Date. As at the date of this announcement, Keong Hong’s gross order book based on secured contracts stands at approximately S\$550 million, with projects stretching up to 2016.

Speaking on the contract win, Keong Hong’s Chairman and Chief Executive Officer Mr Ronald Leo (梁定平) said, **“We are delighted to be appointed by CES to construct their first hotel property in Singapore. Our established track record, expertise and strengths as a niche construction builder will enable us to provide value add to such an esteemed project. We are indeed very honoured to be able to participate in this landmark development.”**

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This press release should be read in conjunction with Keong Hong’s announcement filings with the Singapore Exchange on 18 March 2013, which can be downloaded via www.sgx.com.

The Company was listed on Catalyst 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”).

This press release 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 press release.



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This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

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.

About Keong Hong Holdings Limited

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 forayed into property development through a joint venture with Frasers Centrepoint Limited to develop a 728-unit executive condominium project in Punggol. In addition, the Group has also successfully ventured overseas in resort 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.

For more information, please visit www.keonghong.com

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