

ANNOUNCEMENT OF CESSATION AS GENERAL MANAGER *

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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	12-Jul-2012 17:14:34
Announcement No.	00038

>> ANNOUNCEMENT DETAILS

The details of the announcement start here ...

Name of person *	Loo Toon Boon
Age *	42
Is Effective Date of Cessation known? *	Yes
If yes, please provide the date *	15-07-2012
Detailed Reason(s) for cessation *	Resigned on his own accord to pursue other career opportunities. The Company's sponsor, PrimePartners Corporate Finance Pte. Ltd. is satisfied that other than as disclosed in this announcement, there are no other material reasons for the resignation of Mr Loo Toon Boon as the General Manager of the Company.
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	21-06-2010

position *	
Job Title (e.g. Lead ID, AC Chairman, AC Member etc.) *	General Manager (Operations)
Role and responsibilities *	Managing of projects and project staff.
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 *	0
Shareholding * 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

>> OTHER DIRECTORSHIPS

Past (for the last 5 years) *	Nil
Present *	Nil

Footnotes	<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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