



KEONG HONG HOLDINGS LIMITED

Incorporated in the Republic of Singapore
(Company Registration Number: 200807303W)

ACQUISITION OF LAND FOR EXECUTIVE CONDOMINIUM HOUSING DEVELOPMENT AT SEMBAWANG AVENUE THROUGH JOINT TENDER

The Board of Directors of Keong Hong Holdings Limited (“**Keong Hong**” or the “**Company**” and together with its subsidiaries, the “**Group**”) is pleased to announce the following:-

(i) **Award of a land parcel to the Company’s wholly-owned subsidiary and FCL Tampines Court Pte. Ltd.**

The Housing & Development Board has awarded a land parcel at Sembawang Avenue Lot 6138X MK 13 (the “**Land Parcel**”) to the Company’s wholly-owned subsidiary, KH Capital Pte. Ltd. (“**KH**”) and FCL Tampines Court Pte. Ltd. (“**FCL**”), pursuant to the tender jointly submitted by KH and FCL at the tender price of S\$214,080,000 for the Land Parcel for the purpose of development into an executive condominium (the “**Acquisition and Development**”).

The Land Parcel has a site area of 22,189.7 square metres and a leasehold tenure of 99 years.

(ii) **Proposed Joint Venture**

KH intends to enter into a joint venture agreement with FCL to form a joint venture company for the purpose of the Acquisition and Development. The Company will update shareholders at a later stage on the details of the joint venture agreement upon finalisation and execution.

(iii) **Funding and Financial Effects**

The Group will fund its share of the cost for the Acquisition and Development by internal resources and/or bank borrowings.

The Acquisition and Development is not expected to have any material impact on the consolidated net tangible assets per share and consolidated earnings per share of the Group for the financial year ending 30 September 2014.

(iv) **Interests of Directors and Controlling Shareholders**

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the Acquisition and Development, other than through their respective shareholding interests in the Company.

By Order of the Board

Lo Swee Oi
Company Secretary

21 July 2014

This announcement has been prepared by the Company and reviewed by PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor") for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this announcement.

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.

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.