



KEONG HONG HOLDINGS LIMITED
Incorporated in the Republic of Singapore
(Company Registration Number: 200807303W)

MANDATORY CONDITIONAL CASH OFFER BY NOVUS CORPORATE FINANCE PTE. LTD. FOR AND ON BEHALF OF LJHB CAPITAL (S) PTE. LTD.

— **APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER**

1. INTRODUCTION

The Board of Directors (the “**Board**”) of Keong Hong Holdings Limited (the “**Company**”) refers to the offer announcement dated 21 January 2022 in relation to the mandatory conditional cash offer (the “**Offer**”) made by Novus Corporate Finance Pte. Ltd., for and on behalf of LJHB Capital (S) Pte. Ltd. (the “**Offeror**”), for all the issued and paid-up ordinary shares (the “**Shares**”) in the capital of the Company, other than those already owned, controlled or agreed to be acquired by the Offeror and the persons acting in concert with the Offeror, and the corresponding announcement made by the Company on 21 January 2022 (the “**Announcement**”).

All capitalised terms used herein, unless otherwise defined, shall have the meanings ascribed in the Announcement.

2. APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

Further to the Announcement, the Board wishes to inform the Shareholders that it has appointed W Capital Markets Pte. Ltd. as the independent financial adviser (the “**IFA**”) to advise the directors who are considered independent for the purpose of making a recommendation to the Shareholders (the “**Independent Directors**”) in relation to the Offer.

The Offeree Circular containing, *inter alia*, the advice of the IFA and the recommendation of the Independent Directors in relation to the Offer will be despatched by the Company to the Shareholders within 14 days from the date of despatch of the Offer Document.

In the meantime, Shareholders are advised to exercise caution when dealing with their Shares and to refrain from taking any action in respect of their Shares which may be prejudicial to their interests, until they or their advisers have considered the information and the recommendation of the Independent Directors as well as the advice of the IFA, which will be set out in the Offeree Circular.

3. DIRECTORS’ RESPONSIBILITY STATEMENT

The Directors (including those who may have delegated detailed supervision of this Announcement) have taken all reasonable care to ensure that the facts stated and all opinions expressed in this

Announcement (other than those relating to the Offer and the Offeror) are fair and accurate, and that no material facts have been omitted from this Announcement, the omission of which would make any statement in the Announcement misleading.

Where any information has been extracted or reproduced from published or otherwise publicly available sources (including, without limitation, the Offer Announcement and any other announcements made by or on behalf of the Offeror), the sole responsibility of the Directors has been to ensure, through reasonable enquiries, that such information is accurately and correctly extracted from such sources or, as the case may be, accurately reflected or reproduced in this Announcement in its proper form and context.

The Directors jointly and severally accept full responsibility accordingly.

BY ORDER OF THE BOARD

Lo Swee Oi
Company Secretary

3 February 2022