

MANDATORY CONDITIONAL CASH OFFER

by



NOVUS CORPORATE FINANCE PTE. LTD.

(Company Registration No.: 201723484W)
(Incorporated in the Republic of Singapore)

for and on behalf of

LJHB CAPITAL (S) PTE. LTD.

(Company Registration No.: 202125750R)
(Incorporated in the Republic of Singapore)

to acquire all the issued and paid-up ordinary shares in the share capital of

KEONG HONG HOLDINGS LIMITED

(Company Registration No.: 200807303W)
(Incorporated in the Republic of Singapore)

other than those already owned, controlled or agreed to be acquired by the Offeror and the persons acting in concert with the Offeror

**NOTIFICATION OF ELECTRONIC DISSEMINATION OF
OFFER DOCUMENT AND RELATED DOCUMENTS**

11 February 2022

To : The Shareholders of Keong Hong Holdings Limited

Dear Sir/Madam

MANDATORY CONDITIONAL CASH OFFER (THE “OFFER”) BY NOVUS CORPORATE FINANCE PTE. LTD. (“NCF”), FOR AND ON BEHALF OF LJHB CAPITAL (S) PTE. LTD. (THE “OFFEROR”), TO ACQUIRE ALL THE ISSUED AND PAID-UP ORDINARY SHARES (THE “SHARES”) IN THE SHARE CAPITAL OF KEONG HONG HOLDINGS LIMITED (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 (THE “OFFER SHARES”)

1. INTRODUCTION

NCF refers to:

- (a) the announcement dated 21 January 2022 in relation to the Offer;
- (b) the offer document dated 11 February 2022 (the “**Offer Document**”) issued by NCF, for and on behalf of the Offeror, containing, *inter alia*, the full terms and conditions of the Offer; and
- (c) the announcement dated 11 February 2022 in relation to the electronic despatch of the Offer Document.

Unless otherwise defined, all capitalised terms used and not defined in this Notification Letter shall have the same meanings given to them in the Offer Document.

2. ELECTRONIC DESPATCH OF OFFER DOCUMENT

In connection with the Offer, the Offeror has opted to electronically despatch the Offer Document, pursuant to the Public Statement on Despatch of Take-over Documents under the Code issued by the SIC on 6 May 2020, the Public Statement on the Extension of the Temporary Measures to Allow for Electronic Despatch of Take-over Documents under the Code issued by the SIC on 29 September 2020, and the Public Statement on the Further Extension of the Temporary Measure to Allow for Electronic Despatch of Take-Over Documents under the Code issued by the SIC on 29 June 2021.

Accordingly, an electronic copy of the Offer Document dated 11 February 2022, the Form of Acceptance and Authorisation for Offer Shares (the “**FAA**”) and the Form of Acceptance and Transfer for Offer Shares (the “**FAT**”) (collectively, the “**Acceptance Forms**”) have, as of the date of this Notification Letter, been published on the websites of the SGX-ST and the Company. To access the electronic version of the Offer Document and the Acceptance Forms:

- (a) you may access the website of the SGX-ST at www.sgx.com or directly access the Company’s announcement page on the website of the SGX-ST by scanning the following QR code:



Select the section “**Securities**”, select “**Company Announcements**” from the drop-down menu list under “**Company Information**” and type the name of the Company: “**Keong Hong Holdings Limited**” in the box titled “**Filter by Company / Security Name**”. “**Keong Hong Holdings Limited**” will appear as a drop-down item below the filter box.

Thereafter, please select the announcement dated 11 February 2022 titled “**Mandatory Conditional Cash Offer – Electronic Despatch of Offer Document**”. The Offer Document and the Acceptance Forms can be accessed by clicking on the links under the section titled “**Attachments**” at the bottom of the announcement.

- (b) you may also access the website of the Company at www.keonghong.com. Alternatively, you may access the page by scanning the following QR code:



A physical copy of the relevant Acceptance Form(s) is also enclosed with this Notification Letter.

3. CLOSING DATE

The Offer will close at 5.30 p.m. (Singapore time) on 11 March 2022 (the “**Closing Date**”). Notice is hereby given that the Offeror will not extend the Offer beyond 5.30 p.m. (Singapore time) on the Closing Date and the Offer will not be open for acceptance beyond 5.30 p.m. (Singapore time) on the Closing Date, save that such notice shall not be capable of being enforced in a competitive situation.

4. PROCEDURES FOR ACCEPTANCE

If you wish to accept the Offer in respect of all or part of your Offer Shares, please take the following steps:

- (a) if you hold Offer Shares which are deposited with CDP, you should submit the duly completed and signed original FAA (i) **by post**, in the enclosed pre-addressed envelope at your own risk, to LJHB Capital (S) Pte. Ltd. c/o The Central Depository (Pte) Limited, Robinson Road Post Office, P.O. Box 1984, Singapore 903934; or (ii) **in electronic form**, via SGX-ST’s Investor Portal at investors.sgx.com; or

- (b) if you hold Offer Shares which are not deposited with CDP, you should submit the duly completed and signed original FAT (i) **by hand**, to LJHB Capital (S) Pte. Ltd. c/o B.A.C.S. Private Limited, 8 Robinson Road, #03-00 ASO Building, Singapore 048544; or (ii) **by post**, in the enclosed pre-addressed envelope at your own risk, to LJHB Capital (S) Pte. Ltd. c/o B.A.C.S. Private Limited, 8 Robinson Road, #03-00 ASO Building, Singapore 048544,

in each case so as to arrive not later than 5.30 p.m. (Singapore time) on the Closing Date.

It is your responsibility to affix adequate postage on the said envelope if posting outside of Singapore.

The procedures for acceptance of the Offer are also set out in Appendix VI to the Offer Document and in the accompanying relevant Acceptance Form(s).

SRS Investors will receive further information on how to accept the Offer from the SRS Agent Banks directly. SRS Investors are advised to consult their respective SRS Agent Banks should they require further information, and if they are in any doubt as to the action they should take, SRS Investors should seek independent professional advice. SRS Investors who wish to accept the Offer are to reply to their respective SRS Agent Banks by the deadline stated in the letter from their respective SRS Agent Banks. SRS Investors who validly accept the Offer will receive the Offer Price payable in respect of their Offer Shares in their SRS investment accounts.

5. OVERSEAS PERSONS

This Notification Letter does not constitute an offer to sell or the solicitation of an offer to subscribe for or buy any security, nor is it a solicitation of any vote or approval in any jurisdiction, nor shall there be any sale, issuance or transfer of the securities referred to in this Notification Letter in any jurisdiction in contravention of applicable law. The Offer will be made solely by the Offer Document and the relevant Acceptance Form(s) accompanying the Offer Document, which will contain the full terms and conditions of the Offer, including details of how the Offer may be accepted.

The availability of the Offer to Overseas Persons may be affected by the laws of the relevant overseas jurisdictions. Accordingly, any Overseas Person should inform himself about and observe any applicable legal requirements, and exercise caution in relation to the Offer, as this Notification Letter, the Offer Document, the Acceptance Forms and/or any related documents have not been reviewed by any regulatory authority in any overseas jurisdiction. **Where there are potential restrictions on sending this Notification Letter, the Offer Document, the Acceptance Forms and/or any related documents to any overseas jurisdictions, the Offeror, NCF, CDP and the Receiving Registrar each reserves the right not to send these documents to Shareholders in such overseas jurisdictions. For the avoidance of doubt, the Offer will be open to all Shareholders, including those to whom this Notification Letter, the Offer Document, the Acceptance Forms and/or any related documents have not been, or may not be, sent.**

Copies of this Notification Letter, the Offer Document, the Acceptance Forms and/or any other formal documentation relating to the Offer are not being, and must not be, directly or indirectly, mailed or otherwise forwarded, distributed or sent in or into or from any Restricted Jurisdiction and will not be capable of acceptance by any such use, means, instrumentality or facility within any Restricted Jurisdiction and persons receiving such documents (including custodians, nominees and trustees) must not mail or otherwise forward, distribute or send them in or into or from any Restricted Jurisdiction.

The Offer (unless otherwise determined by the Offeror and permitted by applicable law and regulation) will not be made, directly or indirectly, in or into, or by the use of mails of, or by any means or instrumentality (including without limitation, telephonically or electronically) of interstate or foreign commerce of, or any facility of a national, state or other securities exchange of, any Restricted Jurisdiction, and the Offer will not be capable of acceptance by any such use, means, instrumentality or facility.

Overseas Persons may, nonetheless, obtain copies of this Notification Letter, the Acceptance Forms and any related documents, during normal business hours and up to the Closing Date, from the Offeror through its receiving agent, (i) CDP (if he is a depositor) by submitting a request to CDP via phone (+65 6535 7511) or email services (asksgx@sgx.com); or (ii) the Receiving Registrar (if he is a scrip holder), B.A.C.S. Private Limited at its office located at 8 Robinson Road, #03-00 ASO Building, Singapore 048544. The electronic version of the Offer Document may be accessed through the methods set out in paragraph 2 above.

Alternatively, an Overseas Person may write to the Offeror through CDP (if he is a depositor) at Robinson Road Post Office, P.O. Box 1984, Singapore 903934, or the Receiving Registrar (if he is a scripholder) at its office address listed above, to request for this Notification Letter, the Acceptance Forms and/or any related documents to be sent to an address in Singapore by ordinary post at the Overseas Person's own risk.

It is the responsibility of any Overseas Person who wishes to (a) request for this Notification Letter, the Acceptance Forms and/or any related documents; or (b) accept the Offer, to satisfy himself as to the full observance of the laws of the relevant jurisdiction in that connection, including the obtaining of any governmental or other consent which may be required, and compliance with all necessary formalities or legal requirements and the payment of any taxes, imposts, duties or other requisite payments due in such jurisdiction. Such Overseas Person shall be liable for any such taxes, imposts, duties or other requisite payments payable and the Offeror and any person acting on its behalf (including NCF) shall be fully indemnified and held harmless by such Overseas Person for any such taxes, imposts, duties or other requisite payments as the Offeror and/or any person acting on its behalf (including NCF) may be required to pay. In (i) requesting for this Notification Letter, the Acceptance Forms and/or any related documents; and/or (ii) accepting the Offer, the Overseas Person represents and warrants to the Offeror and NCF that he is in full observance of the laws of the relevant jurisdiction in that connection, and that he is in full compliance with all necessary formalities or legal requirements. **Any Overseas Person who is in any doubt about his position should consult his professional adviser in the relevant jurisdiction.**

The Offeror and NCF each reserves the right to notify any matter, including the fact that the Offer has been made, to any or all Shareholders (including Overseas Persons) by announcement to the SGX-ST or notice and if necessary, by paid advertisement in a newspaper published and circulated in Singapore, in which case such notice shall be deemed to have been sufficiently given notwithstanding any failure by any Shareholder (including an Overseas Person) to receive or see such announcement, notice or advertisement.

6. DIRECTORS' RESPONSIBILITY STATEMENT

The directors of the Offeror (the "**Directors**") (including those who may have delegated detailed supervision of this Notification Letter) have taken all reasonable care to ensure that the facts stated and opinions expressed in this Notification Letter (other than those relating to the Company) are fair and accurate and that there are no other material facts not contained in this Notification Letter, the omission of which would make any statement in this Notification Letter misleading.

Where any information has been extracted or reproduced from published or otherwise publicly available sources or obtained from the Company, the sole responsibility of the Directors has been to ensure through reasonable enquiries that such information is accurately extracted from such sources or, as the case may be, reflected or reproduced in this Notification Letter.

The Directors jointly and severally accept responsibility accordingly.

Issued by
NOVUS CORPORATE FINANCE PTE. LTD.

For and on behalf of
LJHB CAPITAL (S) PTE. LTD.

11 February 2022

Any inquiries relating to this Notification Letter or the Offer should be directed during office hours to:

Novus Corporate Finance Pte. Ltd.

Tel: +65 6950 2188