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 persons acting in concert with the Offeror

DESPATCH OF NOTIFICATION OF ELECTRONIC DISSEMINATION (THE "NOTIFICATION LETTER") OF OFFER DOCUMENT AND RELATED DOCUMENTS

1. INTRODUCTION

Novus Corporate Finance Pte. Ltd. ("NCF") refers to the announcement dated 21 January 2022 (the "Offer Announcement") issued by NCF, for and on behalf of LJHB Capital (S) Pte. Ltd. (the "Offeror"), in connection with the mandatory conditional cash offer (the "Offer") 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 persons acting in concert with the Offeror (the "Offer Shares"), in accordance with Rule 14 of the Singapore Code on Take-overs and Mergers (the "Code").

All capitalised terms used but not defined in this announcement (this "<u>Announcement</u>") shall have the same meanings given to them in the Offer Document (as defined below), unless otherwise expressly stated or the context otherwise requires.

2. DESPATCH OF NOTIFICATION LETTER AND ACCEPTANCE FORMS

NCF wishes to announce, for and on behalf of the Offeror, that the Notification Letter containing the instructions for the electronic retrieval of 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, has been despatched to the shareholders of the Company (the "Shareholders") on 11 February 2022.

The following documents are included with the Notification Letter:

- (a) in the case of Shareholders whose Offer Shares are deposited with The Central Depository (Pte) Limited (the "<u>CDP</u>"), a Form of Acceptance and Authorisation for Offer Shares (the "<u>FAA</u>") and a pre-addressed envelope, which is pre-paid for posting in Singapore only; and
- (b) in the case of Shareholders whose Offer Shares are not deposited with CDP, a Form of Acceptance and Transfer for Offer Shares (the "<u>FAT</u>") (together with the FAA, the "<u>Acceptance Forms</u>") and a pre-addressed envelope, which is pre-paid for posting in Singapore only.

Electronic copies of the Notification Letter, the Offer Document, and the Acceptance Forms are also available on the website of the Singapore Exchange Securities Trading Limited (the "SGX-ST") at www.sgx.com and on the website of the Company at www.keonghong.com.

3. PROCEDURES FOR ACCEPTANCE

Shareholders are to note that 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.

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.

4. OVERSEAS PERSONS

The availability of the Offer to Shareholders whose mailing addresses are outside of Singapore (as shown on the register of members of the Company or, as the case may be, in the records of CDP) (each, an "Overseas Person") 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 the Offer Document, the Notification Letter, 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 the Offer Document, the Notification Letter, 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 the Offer Document, the Notification Letter, the Acceptance Forms and/or any related documents have not been, or may not be, sent.

Copies of the Offer Document, the Notification Letter, 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 jurisdiction where the making of or the acceptance of the Offer would violate the law of that jurisdiction (a "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 the Notification Letter, the Acceptance Forms and/or 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 scripholder), B.A.C.S. Private Limited at its office located at 8 Robinson Road, #03-00 ASO Building, Singapore 048544.

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 the 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 the 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 the 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.

5. INDEPENDENT ADVICE

> NCF is acting for and on behalf of the Offeror and does not purport to advise the Shareholders and/or any other person. In preparing the Offer Document for and on behalf of the Offeror, NCF

> has not had regard to the general or specific investment objectives, tax position, risk profiles,

financial situation or particular needs and/or constraints of any Shareholder.

The views of the Independent Directors and the independent financial adviser to the

Independent Directors on the Offer will be made available to Shareholders in due course and in any event, the Independent Directors are required under the Code to despatch their views

within 14 days of the posting of the Offer Document. Shareholders may wish to consider their

advice before taking any action in relation to the Offer.

6. RESPONSIBILITY STATEMENT

The directors of the Offeror (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 opinions expressed in this Announcement (other than those relating to the

Company) are fair and accurate and that there are no other material facts not contained in this Announcement, the omission of which would make any statement in this Announcement

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 Announcement.

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 Announcement or the Offer should be directed during office hours to:

Novus Corporate Finance Pte. Ltd.

Tel: +65 6950 2188

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Forward-Looking Statements

All statements other than statements of historical facts included in this Announcement are or may be forward-looking statements. Forward-looking statements include but are not limited to those using words such as "seek", "expect", "anticipate", "estimate", "believe", "intend", "project", "plan", "strategy", "forecast" and similar expressions or future or conditional verbs such as "will", "would", "shall", "should", "could", "may" and "might". These statements reflect the Offeror's current expectations, beliefs, hopes, intentions or strategies regarding the future and assumptions in light of currently available information. Such forward-looking statements are not guarantees of future performance or events and involve known and unknown risks and uncertainties. Accordingly, actual results may differ materially from those described in such forward-looking statements. Shareholders and investors should not place undue reliance on such forward-looking statements, and the Offeror does not undertake any obligation to update publicly or revise any forward-looking statements.