

## **LIFEBRANDZ LIMITED**

(Company Registration No. 200311348E)

### **RE: KEY MANAGEMENT STAFF**

The Company would like to make the necessary announcement to supplement the Company's Annual Report 2010 with details on key management staff pursuant to SGX-ST Listing Rule 1207 (4) (b).

As on the date of our financial year ended 31 July 2010, the management team comprises our Executive Chairman and Chief Executive Officer. As both are directors of the Company, their background are stated in the Company Annual Report 2010 under the director's write up. Below is the background of Mr. Clement Lee and Mr. Bernard Lim to facilitate on the key management staff inclusion.

#### **Mr. Clement Lee Shieh-Peen (Executive Chairman)**

As Executive Chairman, Mr. Lee is responsible for the development of business, formulating and implementing the business strategies of the Group. In 2005, Mr. Lee spearheaded the Group's change in business direction, focusing on building branded entertainment venues. Prior to his current designation, Mr. Lee was Chief Executive Officer of the Group responsible for the overall management of the Group, setting strategic direction and plans for the Group's future growth and expansion. Before joining LifeBrandz, Mr Lee accumulated over 14 years' of multi-brand, multi-industry experience from design and advertising, to media and marketing. He held various senior positions in both the communications and consumer sectors regionally.

#### **Mr. Bernard Lim Miang (Chief Executive Officer)**

As CEO, Mr. Bernard Lim is responsible for the overall management of the Group, setting strategic direction and plans for the Group's future growth and expansion. Prior to his current designation, Mr. Lim was Executive Vice President of the Group and was responsible for managing Marketing and Public Relations for the Group, while working on overseas expansion projects. Before joining LifeBrandz, Mr. Lim was in the media industry for 15 years. He was Vice President for MediaCorp Radio Singapore, managing the radio stations' programming and businesses in the last 4 years.

#### **Mr. Joe Chiang Kok Kin (Chief Financial Officer)**

As the Chief Financial Officer, Mr. Chiang oversees the financial, accounting, corporate and business development, corporate secretarial and operation management of the Group. He also assists the CEO in formulating long-term strategy and direction for the Group and will set up financial and operation discipline for growth and expansion. Prior to joining LifeBrandz, Mr. Chiang was the Director of Corporate Development with Fish & Co Group of Companies for the past 10 years. Mr. Chiang held various senior financial and accounting

positions in local and multi-national corporations. Mr. Chiang has a Master in Business Administration, and a Fellow with the Association of International Accountants (UK). Mr. Chiang is currently a Full Member of the Singapore Institute of Directors.

**Mr. Jonathan Lim Chen Wei (Group Financial Controller)**

As Group Financial Controller, Mr. Jonathan Lim manages the financial, accounting, business development and corporate secretarial matters of the Group.

We would also like to make the necessary announcement that Mr. Jonathan Lim Chen Wei (Group Financial Controller) has resigned from the Company on 21 June 2010, and that Mr. Joe Chiang Kok Kin (Chief Financial Officer) was appointed on 24 Aug 2010. Both announcements on the resignation and appointment have been made previously pursuant to the Listing Rule.

The Management hereby assures that the Company will comply with Listing Rule 1207 (4)(b) in moving ahead.

By Order of the Board

Bernard Lim  
Chief Executive Officer

Dated: 19 November 2010