



LIFEBRANDZ LTD.

(Company Registration Number 200311348E)

(Incorporated in the Republic of Singapore)

## NEWS RELEASE

For Immediate Release

### **Newest Food & Beverage Business – Superfood Kitchen officially opens under LifeBrandz Ltd.**

3<sup>rd</sup> October 2022 – LifeBrandz Ltd. (**the “Company”** and together with its subsidiaries, the **“Group”**) is pleased to announce the launch of its new Food and Beverage (**“F&B”**) business - Superfood Kitchen Pte. Ltd. (**“Superfood Kitchen”**) (f.k.a. LB LAB Pte. Ltd.) under LifeBrandz Group of companies. Superfood Kitchen is a 75% owned subsidiary of the Company.

The Group, via Superfood Kitchen, acquired 70% stake in The Green Bar Pte. Ltd. (**“TGB”**) in April 2022, a company principally engaged in F&B business, specializing in homemade gourmet salads. Leveraging on TGB’s brand, the Group launched Superfood Kitchen, a nutrition-focused takeout concept featuring delicious recipes at wallet-friendly prices in late September 2022.

Superfood Kitchen and TGB are led by its General Manager, Mr. Ernie Voon, who has extensive experience in driving brand and market leadership. Mr. Ernie is thrilled about the massive F&B opportunities in Singapore and will leverage on his experience to drive TGB and the new business – **Superfood Kitchen**, including digital marketing, Customer Relationship Management (**“CRM”**) and e-commerce strategies.

The mission of Superfood Kitchen is to improve the quality of living by making nutrition accessible to all. Its outlets will be one of the first in Singapore to install self-ordering kiosks that provide real-time nutritional content of the customers’ customized meal choice.

We hope that you will share our excitement on the opening of the first two brand new dual-concept outlets located at Raffles City Singapore (#B1-78) and Changi Airport Terminal 3 (#B2-25) with one more store planned to open by end 2022. A cloud kitchen has also been set-up to support the expansion of Superfood Kitchen and TGB.

The opening of the new outlets are expected to contribute positively to the revenue of the Group for the financial year ending 31 July 2023.

Mr. Lam Siew Kee, Executive Chairman and Chief Executive Officer of LifeBrandz Ltd. commented: “We are delighted for TGB to be part of the LifeBrandz Group, and are excited to see the fruition of Superfood Kitchen. The relaxation of Covid-19 measures is timely, and we look forward to growing Superfood Kitchen and TGB through delicious and nutritious offerings to our customers”.



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### About LifeBrandz Ltd.

LifeBrandz Group was established in 2001 and has been listed in Singapore since 2004. LifeBrandz is a brand development and management Group with interests in sectors related to lifestyle and entertainment.

For more information, please visit [www.lifebrandz.com](http://www.lifebrandz.com)

*This News Release has been reviewed by the Company's sponsor, SAC Capital Private Limited (the "**Sponsor**"). This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited (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.*

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