

LifeBrandz

LIFE BRANDZ LTD.
(Company Registration Number 200311348E)
(Incorporated in the Republic of Singapore)

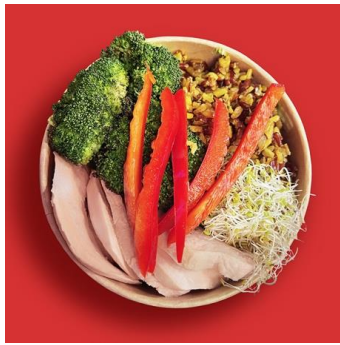
NEWS RELEASE

For Immediate Release

SUPERFOOD KITCHEN'S PARTICIPATION IN HEALTH PROMOTIONAL BOARD'S 'HEALTHIER DINING PROGRAMME'

13th October 2023 – The Board of Directors (the “**Board**”) of LifeBrandz Ltd. (the “**Company**”) and together with its subsidiaries, the “**Group**”) is pleased to announce that Superfood Kitchen Pte. Ltd. (“**Superfood Kitchen**”), a 75% owned subsidiary of the Company, had launched its new menu options in partnership with the Health Promotional Board’s (“**HPB**”) ‘Healthier Dining Programme’.

With the launch of the new menu options under the HPB’s ‘Healthier Dining Programme’, Superfood Kitchen further strengthens its commitment to making nutrition accessible and affordable to all. The new menu items are marked with ‘Healthier Choice’ labels and have lower calories, sugar, and higher amounts of proteins and whole grains. The dishes have undergone a nutrition analysis as required by the programme, ensuring that the menu items’ nutritional value meets the nutrition guidelines set by HPB. Customers can easily identify the dishes with the ‘Healthier Choice’ labels and participate in other HPB’s consumer reward programmes.



Gym-Bo



Mr Mango Tikka



Keep The Beet



Moroccan Delight



From 30 September to 26 November 2023, Superfood Kitchen has also participated in the **#HealthierFoodTrail** campaign organised by IMI Lifestyle Products, manufacturer of Good Salt and K-Salt, in conjunction with the HPB's Lower Sodium Campaign. This initiative marks a significant step towards reducing sodium intake and fostering a culture of healthier dining, and creating awareness about the importance of reducing sodium intake in Singapore.

For more information on Superfood Kitchen, please visit:

Website: www.superfoodkitchen.sg

Facebook: www.facebook.com/SuperfoodKitchenSG

Instagram: www.instagram.com/superfoodkitchensg

Tiktok: www.tiktok.com/@superfoodkitchensg

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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

*This media release has been reviewed by the Company's sponsor, SAC Capital Private Limited (the "**Sponsor**"). This media release 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 media release, including the correctness of any of the statements or opinions made or reports contained in this media release.*

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