

NO SIGNBOARD HOLDINGS LTD.
(Company Registration No.201715253N)
(Incorporated in Singapore)

**FRANCHISE AGREEMENT FOR MOM'S TOUCH RESTAURANTS
IN SINGAPORE AND MALAYSIA**

The board of directors (the "**Board**") of No Signboard Holdings Ltd. (the "**Company**", and together with its subsidiaries, the "**Group**") is pleased to announce that NSB-Mom's Touch Pte. Ltd., a wholly owned subsidiary of the Company, has entered into a master franchise agreement (the "**Franchise Agreement**") with Haimarrow Food Service Co., Ltd (a company incorporated in South Korea) and HFS Global, Inc. (a company incorporated in United States of America) (collectively the "**Franchisor**") to develop and operate Mom's Touch restaurants in Singapore and Malaysia. Mom's Touch is a popular chicken and burger ("**Mom's Touch**") restaurant chain based in South Korea.

Pursuant to the Franchise Agreement, the Group has been granted the right to open Mom's Touch restaurants in Singapore and Malaysia for a period of 10 years, with an option to renew for another 10 years, from the date the Group's first Mom's Touch restaurant commences operations or on 2 January 2019, whichever is earlier. The Company's initial plan is to launch eight Mom's Touch restaurants in Singapore and Malaysia within the first three years of the Franchise Agreement.

Entry into the Franchise Agreement is not expected to have any material impact on the Group's net tangible assets per share or earnings per share for the financial year ending 30 September 2018.

None of the Directors or controlling shareholders of the Company or their respective associates has any direct or indirect interest in the Franchise Agreement, other than through their respective shareholdings in the Company.

By Order of the Board

Lim Yong Sim (Lin Rongsen)
Executive Chairman and Chief Executive Officer
8 October 2018

This announcement has been prepared by the Company and its contents have been reviewed by the Company's Sponsor, RHT Capital Pte. Ltd. ("Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Sponsor has not independently verified the contents of this announcement.

This announcement has not been examined or approved by 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.

The contact person for the Sponsor is Mr Khong Choun Mun, Registered Professional, RHT Capital Pte. Ltd., 9 Raffles Place, #29-01, Republic Plaza Tower 1, Singapore 048619, telephone (65) 6381 6757.