

## News Release

### **Katrina Group inks master franchise agreement with DailyBeer Korea to operate Daily Chicken restaurants islandwide**

- Grand opening of Daily Chicken restaurant expected by mid-2024, with further plans to open at least four additional restaurants by 2028
- Implementation of quality control measures throughout the food preparation process to ensure high food quality and taste of menu items
- Synergies from collaboration adds value to shareholders with commitment to enhance service offering and customer experience

**SINGAPORE, 26 December 2023** – Katrina Group Ltd. (the “Company” and together with its subsidiaries, the “Group”), an established food and beverage (F&B) and hospitality group, is pleased to announce that Katrina Holdings Pte Ltd (“KHPL”), a wholly owned subsidiary of the Group, has signed a master territory agreement (the “Daily Chicken MTA”) with DailyBeer Co., Ltd. (“DBK”) to operate Daily Chicken restaurants islandwide in Singapore (the “Restaurants”).

Earlier in November 2023, Katrina International Pte. Ltd., a wholly-owned subsidiary of the Group, and DBK announced a joint venture to operate “DAILY BEER” Korean fried chicken and craft beer chain restaurants in Singapore. This latest collaboration with DBK to operate the Daily Chicken restaurants will deepen the relationship between the group and DBK and aims to leverage on the partners’ combined network, experience, and expertise to enhance service offering and customer experience.



***Fresh and Crispy Chicken (Made to order), Spicy Rice cake (Tteokbokki), and other Korean menus; as well as various kinds of craft beer to be available at Daily Chicken, expected to open by mid-2024***

Under the Daily Chicken MTA, the inaugural Daily Chicken restaurant is slated to open by mid-2024, with further plans to open at least four additional restaurants by 2028. To uphold the high food quality and taste of the menu items, KHPL will implement quality control measures throughout the food preparation process, from sourcing of ingredients to delivery of the final F&B products. This includes providing comprehensive training for all staff. Additionally, quality checks, market development, and the introduction of new menu items will be reviewed biannually.

Mr Alan Goh, Executive Chairman and CEO of Katrina Group Ltd., said: “We are excited about the opportunity to lead Daily Chicken’s growth in Singapore. The synergies from this collaboration will add value to our shareholders as we continue to carry out a series of food and beverages rebranding exercises to rejuvenate our F&B brands.

While we work towards the grand opening of Daily Chicken by mid-2024, we plan to extend Daily Chicken’s offerings through our delivery services platform. We will also continue to explore further synergies, as well as to enhance service offerings and customer experience.”

“This agreement marks another milestone of the collaboration with Katrina Group. We look forward to the synergy of our strengths and the growth that this partnership will bring,” said Mr Lim Sang Jin, major shareholder of DBK.

**About Katrina Group (BLOOMBERG TICKER KTG:SP)**

Katrina Group Ltd. (the “Company”), an established food and beverage (F&B) and hospitality group, owns and operates six F&B brands in Singapore and Indonesia. These comprise casual dining brands – Bali Thai, Streats, Honguo and So Pho – as well as mid-range dining brands – Sanchos and Tomo Izakaya. The Company also runs a hospitality business in Singapore, offering fully furnished serviced apartments and fully serviced condo rental units under the ST Residences brand, as well as affordable luxury co-living hotels under the ST Signature brand. The Company has been listed on the Catalist board of Singapore Exchange Securities Trading Limited since 2016. For more information, visit [katrinagroup.com](http://katrinagroup.com).

**About Daily Beer Co., Ltd.**

Established in 2014, DBK owns the brand name “Daily Chicken” and operates Korean fried chicken and craft beer chain restaurants under the brand name “DAILY BEER”. With over nine years of experience in the food and beverages industry, DBK has opened approximately 370 stores across Korea, encompassing both directly managed stores and franchise stores. Notably, DBK has been selected as the “Top 100 Best Franchise” by Maeil Business for five consecutive years and the “Good Franchise Brand” by the Korea Industry Fairs Organizer for two consecutive years.

**Media and Analysts’ Contact**

Ms. Dolores Phua / Ms. Louise Lim  
Citigate Dewe Rogerson Singapore  
[katrina@citigatedewerogerson.com](mailto:katrina@citigatedewerogerson.com)

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*The contact person for the Sponsor is Ms Vera Leong, Vice President, Hong Leong Finance Limited, at 16 Raffles Quay, #01-05 Hong Leong Building, Singapore 048581, telephone (+65) 6415 9881.*