



CHOO CHIANG HOLDINGS LTD.

Annual General Meeting FY2023

25 April 2024

HERE IN EVERY WAY



Contents

1. **Business Review**
2. **Financial Highlights**
3. **2024 Strategic Growth Plans**



BUSINESS REVIEW



1

A Snapshot

About Us

- **ONE** of the leading retailers and distributors of electrical products and accessories in Singapore
- Also holds **12⁽¹⁾** investment properties from which we derive rental income

Customers

Wide Customer Base...

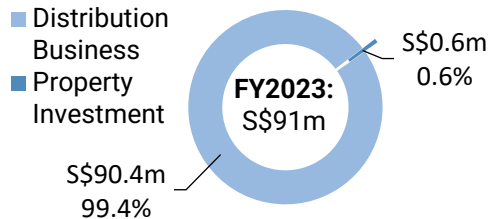
- Electrical contractors
- Interior designers
- Walk-in customers



Market Presence



FY2023 Revenue by Business Segments



Products and Brands

- Extensive product range for residential and industrial use
- Carries various brands



⁽¹⁾ The investment properties have yet to include the 5 units of commercial property at "Food Ascent" (as announced by the Company on 27 February 2024) which is estimated to be completed by end of 2027.

Key Corporate Milestones

Set up in 1977

1977: Choo Chiang Electrical Trading Service was set up by Thomas Lim with a business partner
1991: Thomas Lim corporatised the business and Choo Chiang Marketing Pte. Ltd. was set up operating from Dunlop Street (retail branch) and Ang Mo Kio (retail branch/warehouse)

In the 1990s

Distributor and dealer for many established brands

1991: Local distributor - *Clipsal, Legrand & MK*
1995: Local distributor - *Hager*
2004: Local distributor - *Own brands, CCM and CRM*
2006: Authorised dealer - *Philips* (light bulbs) & *KDK* (fans)
2011: Ramped up sales of “*CCM*” and “*CRM*” brand of electrical products and accessories
2023: Local distributor - *CHINT*

Since 1990s

Over 20 years of retail presence in Singapore

1993: Opened Toa Payoh retail branch
1997: Opened Sims Avenue retail branch
2000: Opened Woodlands retail branch
2001: Opened Bendemeer and Pioneer retail branches
2002: Opened Rowell retail branch & acquired warehouse in Woodlands
2007: Opened Toh Guan retail branch
2015: Opened Ubi retail branch
2015: Opened Tampines retail branch
2018: Relocation of existing retail branch from Bendemeer Road to Hamilton Road

Developments/Achievements

2015: Listed on the SGX-ST Catalist on 29 July 2015
2016: Incorporation of Choo Chiang Properties Pte. Ltd.
2018: Launched Choo Chiang Mobile Application
2019: Incorporation of Choo Chiang Cable Support System Sdn. Bhd.
2020: (i) Repositioning Choo Chiang brand
(ii) Awarded the Certificate of Business Excellence from Enterprise Singapore
2022-
2023: Ranked 91 (2022: 98) in top 100 brands in Singapore conferred by Brand Finance (*Since 2018*)
2023: Entry into Forbes Asia’s “BEST UNDER A BILLION” List



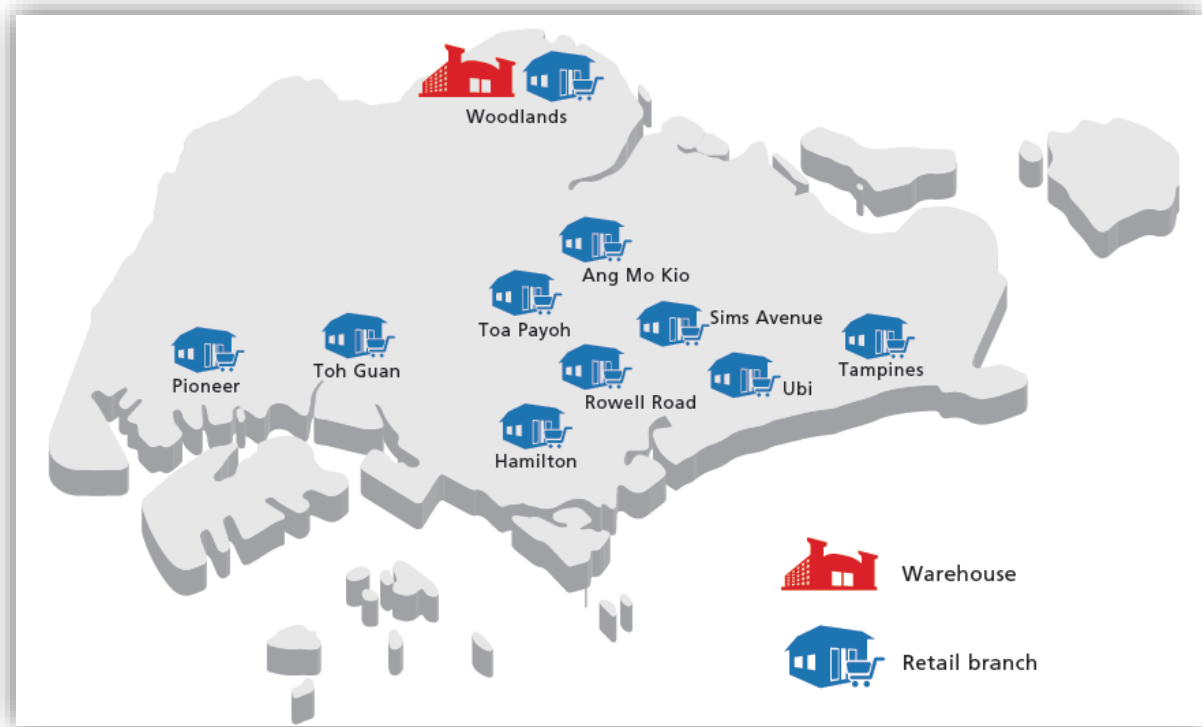
Wide Retail Network Strategically Located Across Different Parts of Singapore

10 retail branches

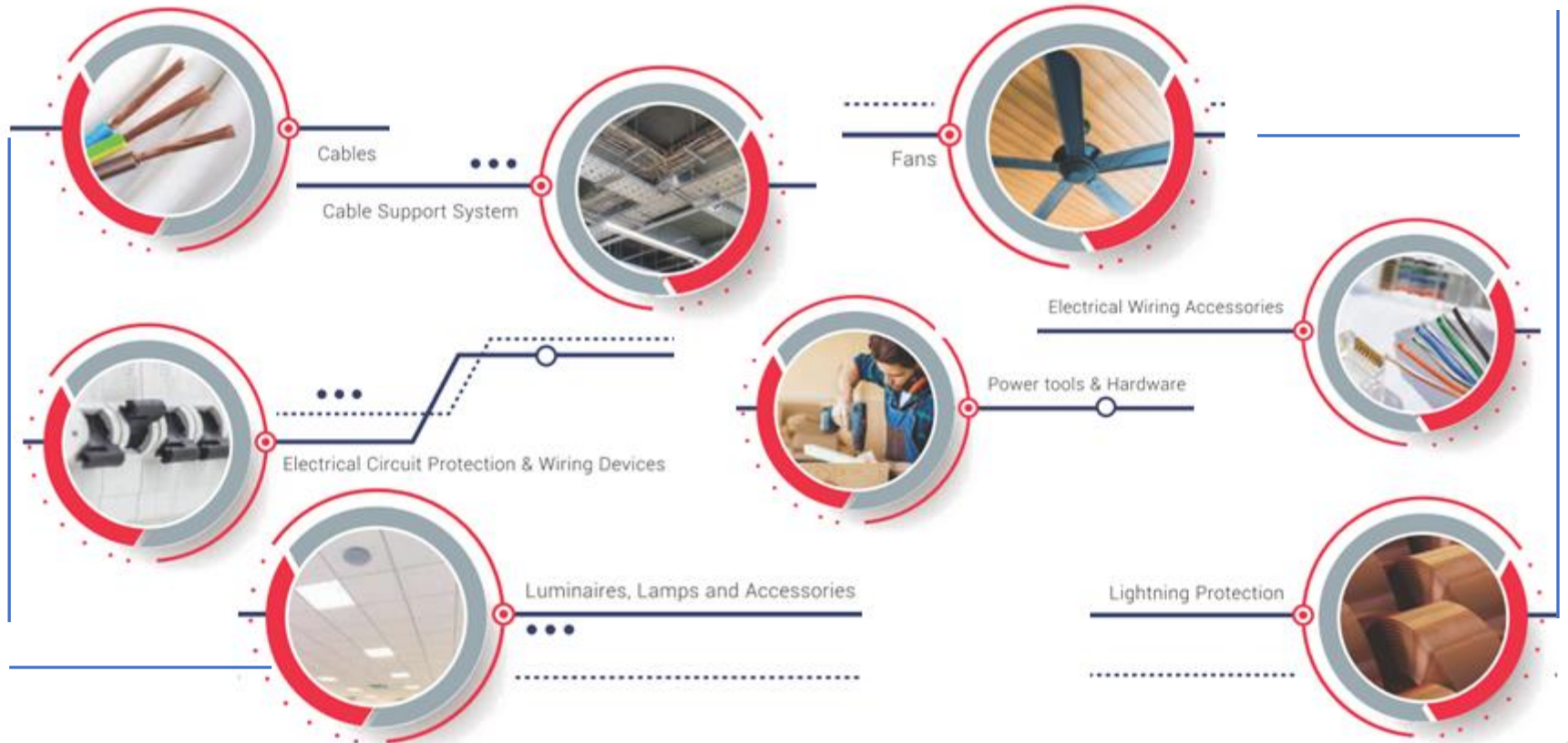
55 sales staff

18 delivery vehicles

- Allows our customers to be able to purchase our products conveniently throughout the island
- Able to deliver our products quickly and efficiently



Extensive Range of Electrical Products and Accessories



Distributor and Dealer for Many Established Brands

:hager

legrand



ABB

Schneider Electric

CHNT



Holdkey



CRM™



Greenland PLASTICS



SAMCOM

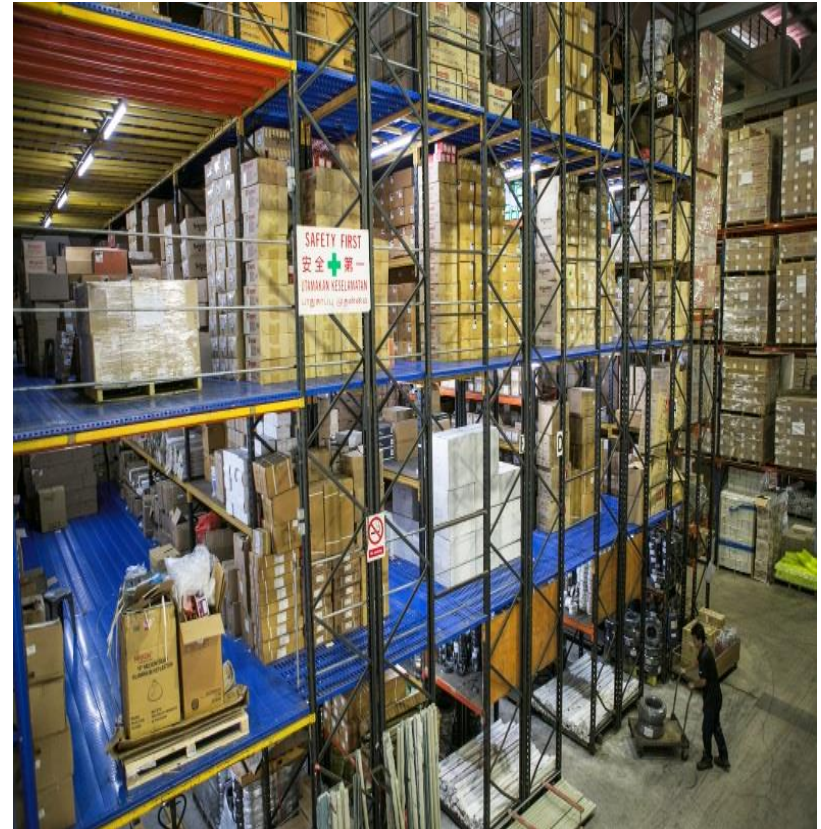
PHILIPS

mistral
The Cool Life Specialist

BOSCH
Invented for life

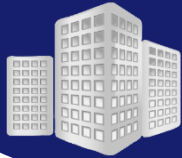
Panasonic
ideas for life

KEYSTONE CABLE



Our Properties in Singapore

12 Investment properties



\$17.2M

Market Value⁽¹⁾

\$12.2M

Net Book Value⁽¹⁾

We own 12 investment properties from which our Group derives rental income

5 New investment properties



2027

Estimated year of completion

\$5.72M

Total cost

Our upcoming investment properties in Singapore, the 5 new units of commercial properties located at 45 Tuas South Ave 1, Singapore 639427, known as “**Food Ascent**”

4 Properties used for operations



\$ 6.2M

Net Book Value⁽¹⁾

Our Group also holds 4 properties which are used as our retail branches for our operations

- Woodlands (warehouse & retail branch)
- Pioneer branch
- Rowell branch
- Ubi branch

⁽¹⁾ Net book value and Market Value as at 31 Dec 2023



Awards and Achievements

Year	Award/Certification	Award Organisation
2023	Forbes Asia “BEST UNDER A BILLION” List	Forbes Asia
2023 (Since 2018)	Ranked 91 in Brand Finance Singapore Top 100 (2022: ranked 98)	Brand Finance
2020	Business Excellence Award	Enterprise Singapore
2018	Singapore SME 1000 Company	DP Information Group
2014 (Since 2004)	Legrand Top Customer of the Year	Legrand (Singapore)
2011	Schneider Electric Top Performance – Premium Products	Schneider Electric
2011 (2008 & 2009)	Singapore SME 1000 Company	DP Information Group
-	bizSAFE Level 3	Workplace Safety and Health Council
-	ISO 9001:2008 (Quality Management Systems Standards)	Anglo Japanese Registrars Pte. Ltd.
-	ISO 9001:2015 (Quality Management Systems Standards)	SOCOTEC Certification Singapore Pte. Ltd.

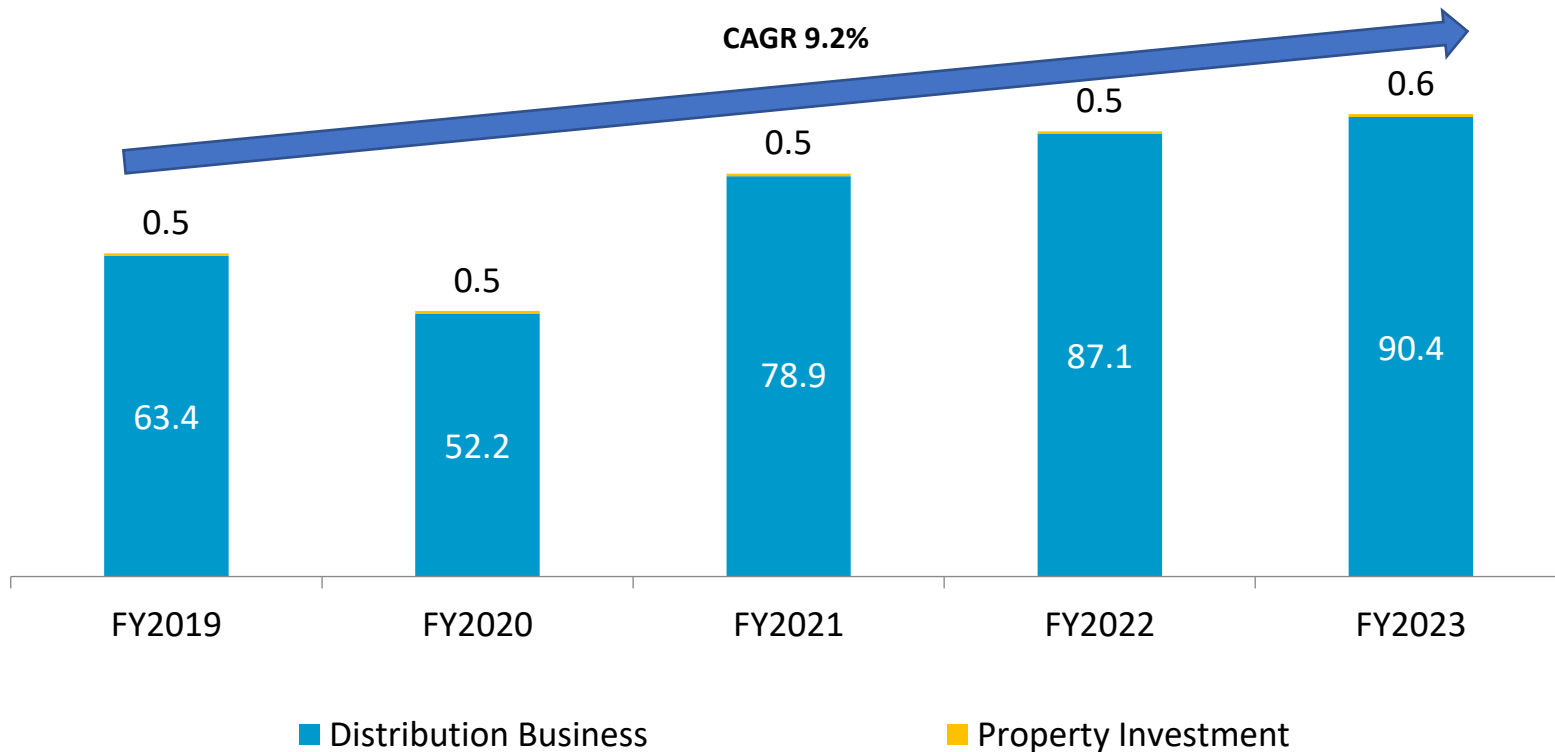
FINANCIAL HIGHLIGHTS



2

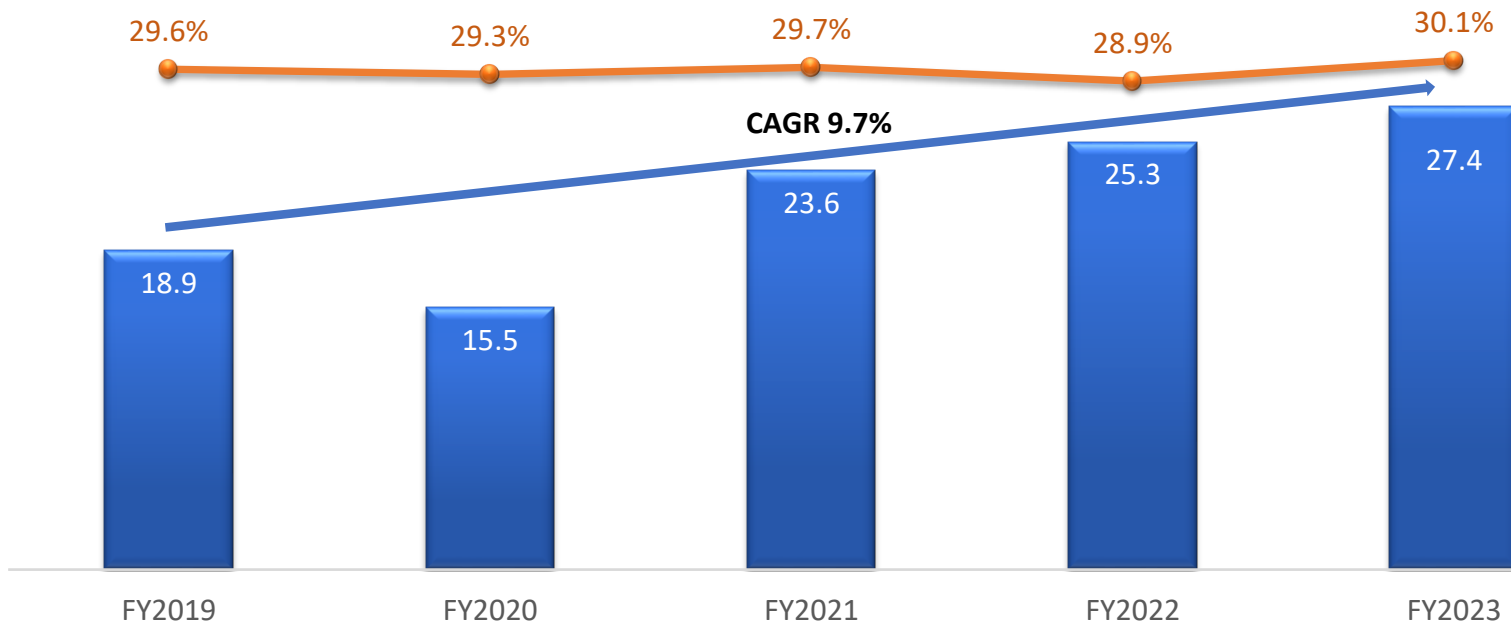
Financial Statistics

Revenue (\$'m)



Financial Statistics

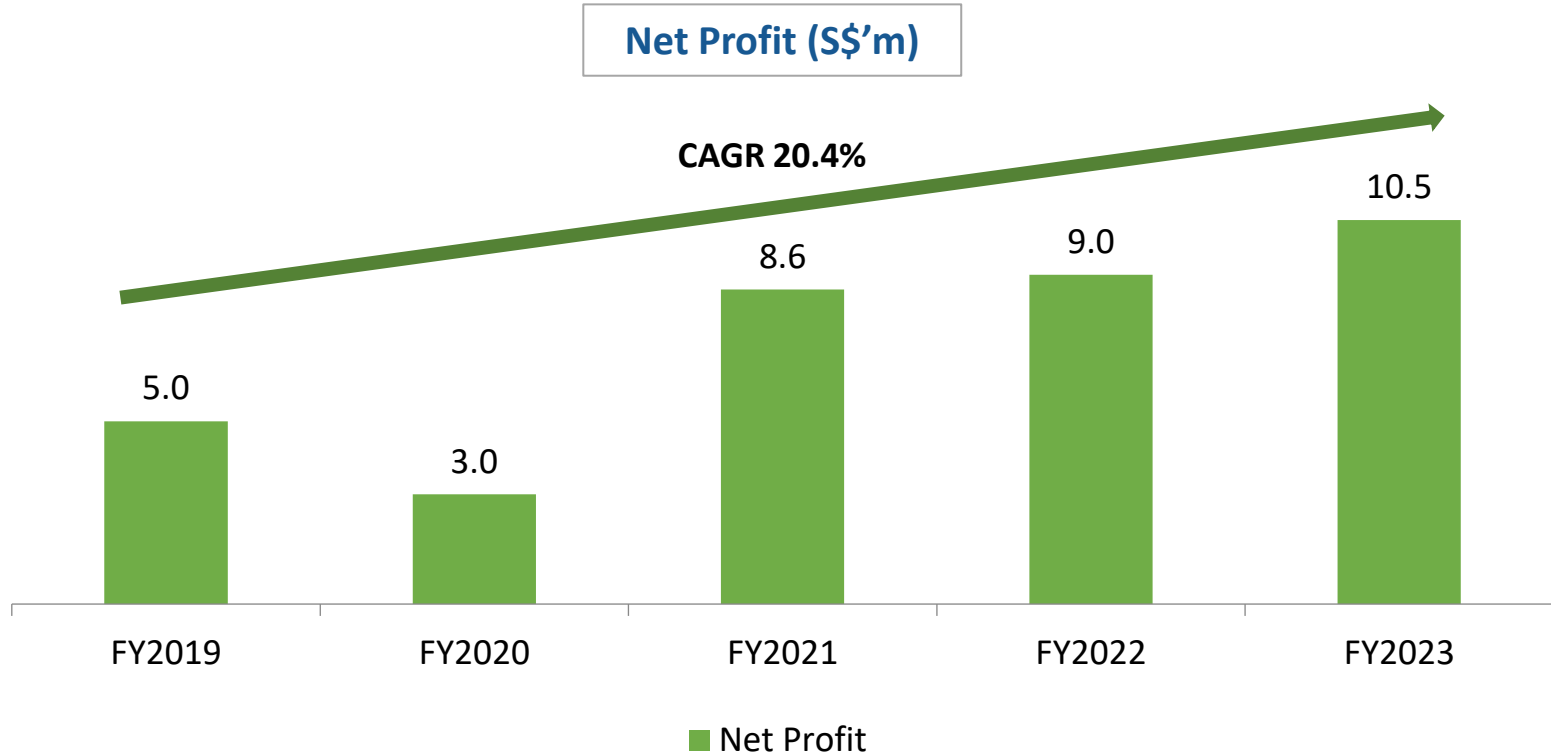
Gross Profit (\$\$'m)



■ Gross Profit ● Gross Profit Margin



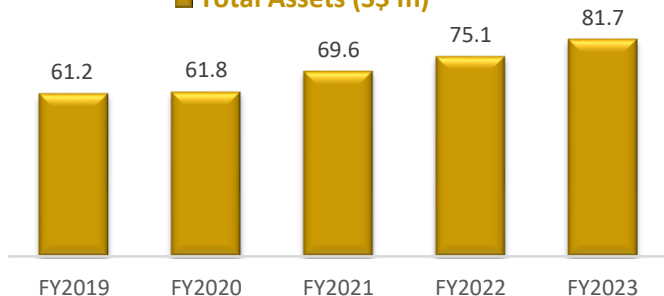
Financial Statistics



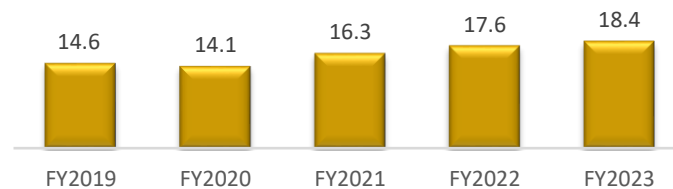
Financial Statistics

Strong Balance Sheet

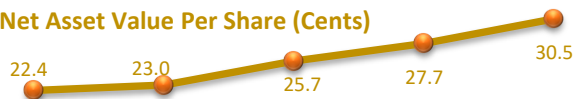
■ Total Assets (S\$'m)



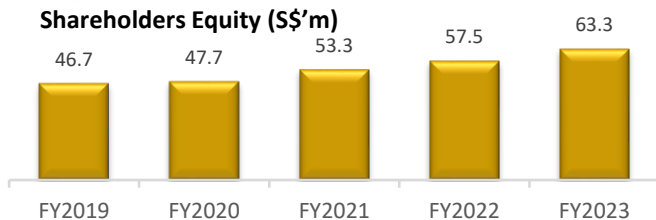
■ Total Liabilities (S\$'m)



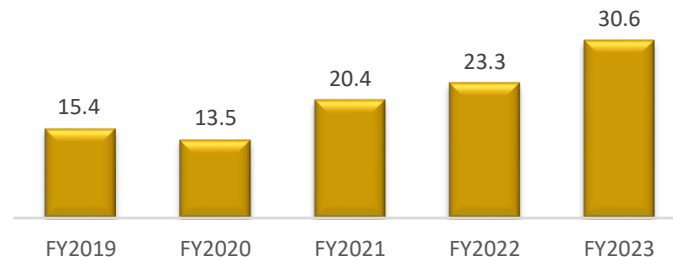
● Net Asset Value Per Share (Cents)



■ Shareholders Equity (S\$'m)

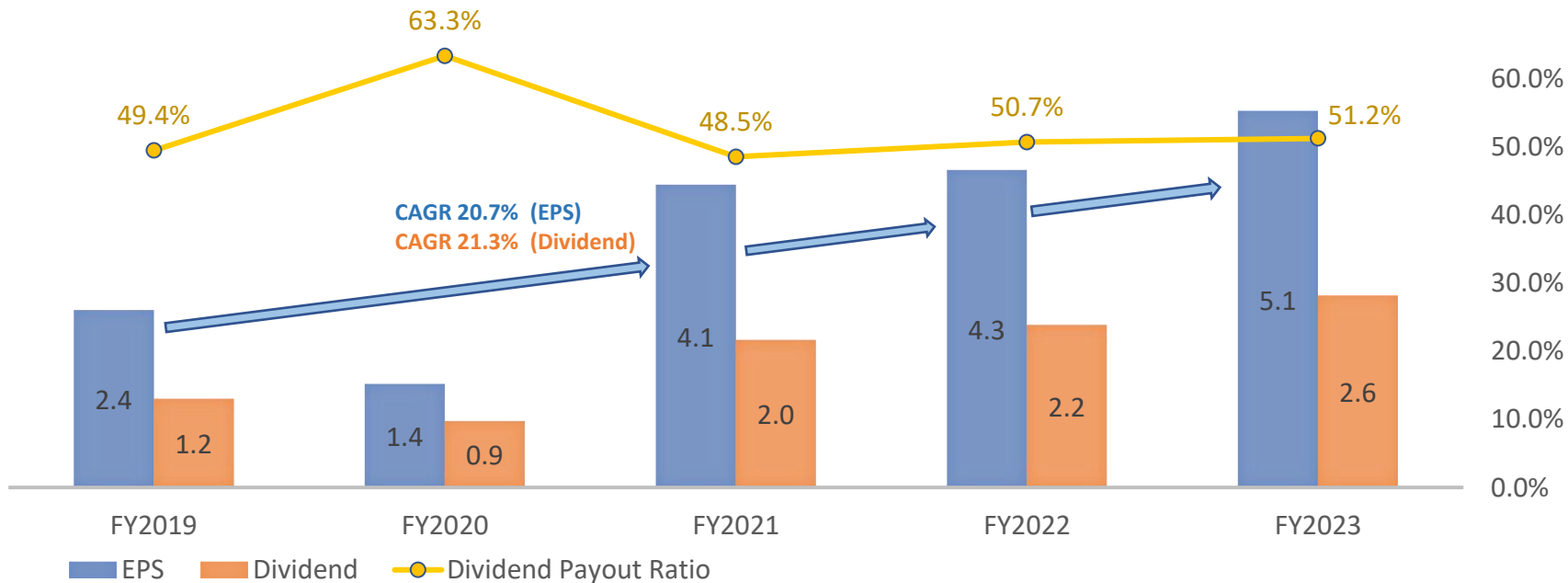


■ Cash & bank Balances (S\$'m)



Financial Statistics

Dividend and Earning Per Share (Cents)



2024 STRATEGIC GROWTH PLANS



3

Our Strategies

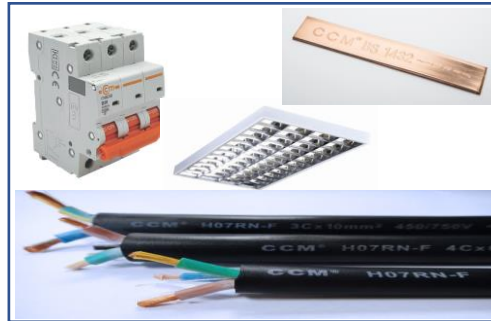
● Prudent Expansion of Retail Network

- We will continue expanding our retail network in Singapore subject to, *inter alia*, market conditions, availability of good location and other relevant business considerations.



● Extension of our services via CCM brand

- Providing direct electrical and lighting solutions for developments and projects within Singapore via the CCM brand.



● Widening Our Brand's Product Range

- On the product level, the Group intends to reinforce and strengthen its market position in Singapore by widening the range of products sold under its "CCM" and "CRM" brands.





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The contact person for the Sponsor is Ms Charmian Lim, at 1 Robinson Road #21-00 AIA Tower Singapore 048542, Telephone: +65 6232 3210.



**END
THANK YOU**

RESOLUTIONS PASSED AT THE ANNUAL GENERAL MEETING HELD ON 25 APRIL 2024

The board of directors (the “**Board**”) of Choo Chiang Holdings Ltd. (the “**Company**”) wishes to announce that pursuant to Rule 704(15) of the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) Listing Manual Section B: Rules of Catalist (the “**Catalist Rules**”), all resolutions as set out in the Notice of Annual General Meeting (“**AGM**”) dated 8 April 2024, were duly approved and passed by the shareholders of the Company at the AGM held today.

Mr Lim Teck Seng who has been re-elected as a Director of the Company at the AGM, remains as the Company’s Executive Director.

Mr Sho Kian Hin who has been re-elected as a Director of the Company at the AGM, remains as the Company’s Independent Director, Chairman of the Audit Committee and a member of the Remuneration Committee and Nominating Committee. He is considered independent for the purpose of Rule 704(7) of the Catalist Rules.

The Board wishes to announce the following in accordance with Rule 704(15) of the Catalist Rules:

- a) The votes on all the resolutions were conducted by way of poll and the results of the poll on each of the resolutions are set out below.

Resolution number and details	Total number of shares represented by votes for and against the relevant resolution	For		Against	
		Number of shares	As a percentage of total number of votes for and against the resolution	Number of shares	As a percentage of total number of votes for and against the resolution
<u>Ordinary Resolution 1</u> Adoption of the Directors’ Statement and the audited financial statements of the Company for the financial year ended 31 December 2023 together with the Auditors’ Report thereon	150,748,800	150,748,800	100.00%	0	0.00%
<u>Ordinary Resolution 2</u> Payment of proposed first and final tax exempt one-tier dividend of 1.5 Singapore cents per ordinary share for the financial year ended 31 December 2023	150,748,800	150,748,800	100.00%	0	0.00%

Resolution number and details	Total number of shares represented by votes for and against the relevant resolution	For		Against	
		Number of shares	As a percentage of total number of votes for and against the resolution	Number of shares	As a percentage of total number of votes for and against the resolution
<u>Ordinary Resolution 3</u> Re-election of Mr Lim Teck Seng as a Director	150,748,800	150,748,800	100.00%	0	0.00%
<u>Ordinary Resolution 4</u> Re-election of Mr Sho Kian Hin as a Director	150,748,800	150,748,800	100.00%	0	0.00%
<u>Ordinary Resolution 5</u> Approval of Directors' fees for the financial year ending 31 December 2024	150,748,800	150,748,800	100.00%	0	0.00%
<u>Ordinary Resolution 6</u> Re-appointment of Mazars LLP as auditors	150,748,800	150,748,800	100.00%	0	0.00%
<u>Ordinary Resolution 7</u> Authority to allot and issue shares in the capital of the Company	150,748,800	150,748,800	100.00%	0	0.00%
<u>Ordinary Resolution 8</u> Authority to grant awards and issue shares pursuant to the Choo Chiang Performance Share Plan	3,007,300	3,007,300	100.00%	0	0.00%
<u>Ordinary Resolution 9</u> Renewal of the Share Buy-back Mandate	150,748,800	150,748,800	100.00%	0	0.00%

The details of parties who abstained from voting on the resolutions, including the number of shares held and the individual resolution on which they abstained from voting are set out below.

Ordinary Resolution 8 - Authority to grant awards and issue shares pursuant to the Choo Chiang Performance Share Plan

The following Directors and shareholders of the Company (who, where applicable, are also employees of the Group) had abstained from voting in respect of Resolution 8:

Name of shareholders	Total number of shares
TL Investment Holdings Pte. Ltd. (formerly known as Lim Trust Pte. Ltd.)	131,040,000
Lim Teck Seng	14,560,000
Foo Kwee Yew Wilson (Hu Guiyou Wilson)	100,000
Tay Sok Cheng	260,000
Tay Ann Chye (Zheng Ancai)	120,000
Fu Lin	1,600,500
Sia Hon Ching	61,000

- b) Agile 8 Solutions Pte. Ltd. was appointed as scrutineer of the AGM.
- c) The Company will be posting the minutes of the AGM proceedings on SGXNET within one month after the AGM.

BY ORDER OF THE BOARD

Lim Teck Chuan
Executive Chairman and Chief Executive Officer
25 April 2024

This announcement has been reviewed by the Company's sponsor, SAC Capital Private Limited ("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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