



CELEBRATING
40 years
of Blessings

NOEL GIFTS INTERNATIONAL LTD
Annual Report 2015

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40 YEARS OF GIFTING

Since 1975, we have held on to our core values of Quality, Service, Creativity and Value (QSCV) and focused on providing the best quality gifts to help convey messages of love and goodwill.

Today, with this annual report, Noel celebrates 40 years of bringing people closer where love, aspirations and positive values bind us in perfect unity.



ABOUT US

Noel Gifts International Ltd (Noel Gifts) is the leading hampers, flowers and gifts company with an extensive offering of chic floral arrangements and gifting ideas for the stylish and discerning.

Over the past 40 years, the company has been Bringing People Closer with premium quality gift selections for all occasions. Since its inception in 1975, the company began business under the name “Noel Commerce” as a year-end hamper packaging company. In 1982, the company expanded to incorporate a flower business and was renamed “Noel Hampers and Gifts Pte Ltd” a year later.

In 1993, the company was renamed “Noel Gifts International Ltd” due to steady growth of the business. In the same year, the company also became a public listed company on the second board of Singapore Stock Exchange, SESDAQ. In 2008, Noel Gifts was listed on the SGX Mainboard.

Till today, Noel Gifts remains true to its core values, and continues living its vision of

Bringing People Closer, Making Everyday Better.



NOEL MILESTONES

40 YEARS OF GIFTING



1975

Inauguration of Noel Commerce specialising in packaging and sales of year-end hampers



1992

Expanded franchise network in Malaysia, Thailand and Indonesia

1993

Noel Hampers & Gifts was renamed Noel Gifts International Ltd and listed on the then Stock of Exchange of Singapore

1988

Purchase of Noel Building at Playfair Road to accommodate growing business operations

1994

One of the first local companies to be awarded the "Business Headquarters" status by the Ministry of Trade and Finance

1982

A new flowers business was set up to complement Noel's hamper business



1983

Noel Commerce was restructured and renamed Noel Hampers & Gifts Pte Ltd to cope with record sales volume and an increase in manpower





HUMMING 2008

Acquired the brand and assets of competitor. Setting up of Humming Flowers & Gifts Pte Ltd in January 2008

1995

Commissioned the building of Noel Corporate Building at Kallang Avenue

2006

Sale of Noel Corporate Building at Kallang Avenue for \$28.6m

1999

Launch of Noelgifts.com, our foray into online sales channel



2012

Awarded the winner of Singapore Prestige Brand Award - Heritage Brand for 2010, 2011 and 2012.

With this win, the organiser recognises Noel for winning the award for three consecutive years and hence inducted Noel to the SPBA Hall of Fame



2015

Awarded the official vendor of SG50 Baby Jubilee Gifts

Awarded the vendor for packaging, marketing and sale of SG50 numismatic notes by Monetary Authority of Singapore

2013

Awarded Singapore Packaging Star Awards and World Star Award 2013 for the Floral Tote Version 2.0



WORLDSTAR
WINNER 2013



NOEL 40TH ANNIVERSARY THANKSGIVING AND CHARITY GALA DINNER



The Noel Group lifted a glass to a good cause as it raised S\$2.0 million for six charities at its 40th Anniversary 'Thanksgiving & Charity Gala Dinner' at Shangri-La Hotel, July 30, 2015. The event was graced by Emeritus Senior Minister Goh Chok Tong as the Guest of Honour.

An elegant event attended by honourable VVIPs, business associates, customers, supply partners and Noelians of our past and present; it was truly an evening to remember. Guests enjoyed the sumptuous dinner and fine wines, making new friends and also renewed friendships amidst special guest performances by internationally renowned home-

grown artiste, Olivia Ong and award-winning jazz flutist, Rit Xu.

Mr. Alfred Wong, Managing Director of Noel Gifts said, "As one of the pioneers in the hampers, flowers and gifts industry and a home-grown company, it is with great joy that we commemorate 40 years in the gifting business and Singapore's Golden Jubilee this year. We owe our achievements to our business partners, staff, shareholders and customers who have supported us over the years and would like to extend our heartfelt gratitude and celebrate this momentous occasion with all of them.





“Even as we give thanks for our successes and milestones achieved, as a gift-giving company, we are delighted to be able to give back to society and help those in need. We hope that through our efforts, we will be able to touch lives and spread love and compassion for the underprivileged,” added Mr. Wong.

In line with realising its vision of “Bringing People Closer, Making Everyday Better”, Noel Gifts matched dollar-for-dollar for the S\$0.5 million which was collectively raised by the six charities. Together with the government’s Care & Share Matching Grant, a total of S\$2.0 million was raised at the dinner.

The beneficiaries are Life Community Services Society, WeCare@MarineParade, Bethesda Care & Counseling Services Center, Focus on the Family Singapore and Seventy Times Seven (an initiative of Prison Fellowship Singapore). Prior to the evening’s dinner, each of the charities engaged in separate fund-raising events to raise funds. Funds for the Children’s Cancer Foundation were raised by CHAIRITY Arts & Design Against Cancer.





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