

Delivering Sustainable Growth

Annual Report 2014



OUR BRANDS

Each brand name embodies the unique promise, aspiration and personality of the product. In order to differentiate the product from others in today's competitive market, Old Chang Kee has developed memorable and distinctive brand names for all our products.

O' MY Darling!
Old Chang Kee's Mobile Outlet

Affectionately named O' My Darling, our mobile kitchen has graced many high profile events such as the National Day Parade in Singapore.



Take 5. take Eat easy!

Featuring some of the best local dishes, Take 5 offers our customers a cozy dine-in experience with delectable local delights.

PIE KIA

The Pie Kia Shop offers a range of unusual tastes and product names, serving great bite-sized pies.



Catering
Our catering service allows you to enjoy great tasting food from our Old Chang Kee, Curry Times and Take 5 menu at your casual gathering or corporate events.



OUR BRANDS



Dip'n'Go is our brand new concept of delicious food on the go and an exciting variety of dips to go with.



Mushroom Cafe is an al fresco concept eatery serving a blend of local delights to cater to both the young and old.



Curry Times, our curry themed restaurant, continues to delight our customers with authentic home cooked recipes.

MILESTONES

1956

Origins of Mr Chang's chicken curry puff

1986: Our Executive Chairman, Han Keen Juan acquired the curry puff business

2004

Awarded "Singapore Promising Brand Award (SPBA)" by the ASME and Lianhe Zaobao

Dec 2004: Incorporated "Old Chang Kee Singapore Pte. Ltd."

2005

Awarded "SPBA-Heritage Brand Award" and the "SPBA - Distinctive Brand Award" by the ASME and Lianhe Zaobao

Jan 2005: "Halal" certification by Majlis Ugama Islam Singapura (MUIS)

2007

Awarded "Lifelong Learner Award, Corporate Category" by MediaCorp Radio, Singapore Workforce Development Agency, National Trade and Unions Congress and SPRING Singapore

May 2007: Obtained Hazard Analysis Critical Control Point (HACCP) certification for the manufacturing of curry puffs and implemented a quality assurance programme

2008

Launched "The Pie Kia Shop"

*Listed on the Catalist
Launched flagship restaurant in Chengdu, PRC*

2010

*Recognised as an official caterer for the inaugural Singapore 2010 Youth Olympic Games and National Day Parade 2010
Launched "Mushroom", Cafe in the Park*

2012

Hailed as one of the Best Fast-Food Chains in the World by Travel+Leisure, a travel magazine based in New York City, published 12 times a year and has 4.8 million readers around the world

Indeed, another testament to Singaporeans' value for quality food and a verification of Old Chang Kee's commitment to excellence.

2013

*Launched "Curry Times"
Launched flagship outlet in Perth, Australia.*

Our first 2-in-1 concept in Alexandra Retail Centre, with Old Chang Kee sharing the premise with Curry Times Tingkat.

Launched our first Dip 'n' Go outlet at Woodlands MRT Station

Sink Your Teeth Into Delectable Growth

As we continue to provide high quality food that our customers widely enjoy, our pursuit for greater growth has garnered us delectable rewards. Our signature curry puff continues to be our piece de resistance, and this year's results ultimately testifies that its appeal is not about to go stale anytime soon. Not losing focus, we remain on track by consistently delivering our homegrown products closer to our valued patrons through our O' My Darling Mobile Kitchen.



RETAIL OUTLETS



2 Mackenzie Road (Rex)
313@Somerset
Alexandra Retail Centre
Aljunied MRT Station
AMK Hub
Bedok Mall
Bedok Point
Bugis Junction
Bukit Merah Central
Bukit Panjang Plaza
Buona Vista MRT station

Caltex Bukit Batok
Caltex Clementi
Caltex Dunearn
Caltex East Coast
Caltex Holland
Caltex Jurong West
Caltex Lorong Chuan
Caltex Tampines
Causeway Point
Century Square
Changi City Point
City Square Mall
Clementi Mall
Compass Point
Far East Plaza
Funan Digitalife Mall
Golden Shoe Car Park
Greenwich V
Heartland Mall
Holland Village MRT Station
Hougang Mall
IMM Building
International Plaza
Ion Orchard
Jem
Junction 8 Shopping Centre
Jurong Point Shopping Centre
Kallang MRT Station
Kembangan MRT Station
Lot 1 Shoppers' Mall
Nanyang Technological University

National University of Singapore
Nex Mall
Ngee Ann Polytechnic
Northpoint Shopping Centre
Novena Square
Paragon
Parkway Parade
Plaza Singapura
Potong Pasir MRT Station
Rivervale Mall
Scape Park @Orchard
Sentosa Beach Station
Simei MRT Station
Singapore Post Centre
SPC East Coast Service Station
SPC Jalan Buroh Service Station
SPC Punggol Service Station
Sun Plaza
Tampines MRT Station
The Verge
Thomson Plaza
Tiong Bahru Plaza
Toa Payoh Hub
Ubi Avenue 2
United Square
V Hotel @ Lavender
VivoCity
West Mall
White Sands
Yew Tee Point

RETAIL OUTLETS



MacRitchie Reservoir
Sengkang Riverside Park



Woodlands MRT Station



Century Square
Choa Chu Kang Xchange



Novena Square
Alexandra Retail Centre
Westgate

GROUP STRUCTURE



100%

Ten & Han Food
Management
(Chengdu) Co., Ltd.
(Dormant)

Ten & Han Trading
Pte Ltd

100%

100%

Old Chang Kee
Australia Pty Ltd

Old Chang Kee
Manufacturing Sdn.
Bhd. (Dormant)

100%

40%

Old Chang Kee
(Thailand) Co., Ltd.
(Dormant)

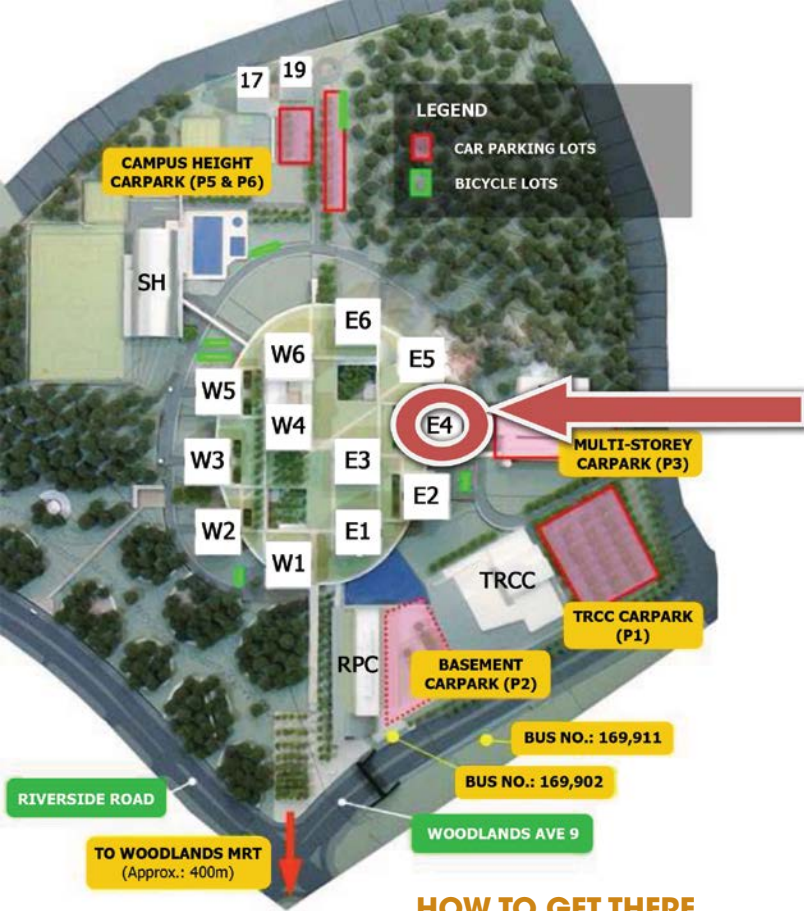
Old Chang Kee (M)
Sdn. Bhd.

40%

We Deliver

With our revenue and profit giving us a taste of true progress and development, we remain committed to our goal of satisfying our customers' palate by constantly seasoning our products with creative differentiation. We will continue to deliver a most tasteful experience that would not only whet the appetite but would definitely leave you wanting more.





Location of Annual General Meeting:

Republic Polytechnic, 9 Woodlands Avenue 9,
Singapore 738964, Lecture Theatre LRE4(Building E4, Level 3)

HOW TO GET THERE

By Car (Shortest Route)

PIE (Jurong)
BKE
SLE

Woodlands Ave 2

Woodlands Ave 9

Exit onto BKE(Woodlands) (Exit 24)
Exit onto SLE (Exit 8)
Exit via Woodlands Ave 2 (Exit 10)
Turn right into Woodlands Ave 9 at the 4th junction
(after you see Woodlands MRT on your left)
Turn left into Republic Polytechnic
(Parking is available at multi-storey carpark P3 & basement carpark B2)

TO Woodlands Interchange
FROM Woodlands
Interchange
TO Woodlands Ave 9

168 169 178 187 856 858 900 901 903 911 912 913 925 926 960 961 962 964 925C
169 911



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