

ISETAN (SINGAPORE) LIMITED
Company Registration No. 197001177H
(Incorporated in the Republic of Singapore)
(the "Company")

MEMORANDUM OF UNDERSTANDING

The Company is pleased to announce that the Company and Japan Association Of Overseas Promotion For Food & Restaurants ("JAOF") have signed a non-binding memorandum of understanding (the "MOU") whereby the parties set out their intention to negotiate and execute a tenancy agreement for the 4th floor of Isetan Orchard, Wisma Atria, 435 Orchard Road, Singapore 238877 (the "Premises") between the Company and a joint venture company (the "JV Co") to be established by Cool Japan Fund Inc. ("CJF") and a special purpose company to be established by JAOF.

The JV Co intends to invite Japanese food & beverage ("F&B") companies to operate outlets and/or restaurants at the Premises.

The JV Co intends to spread genuine Japanese food culture internationally by building platforms for Japanese F&B companies to succeed overseas. With its strong infrastructure and legal system and geographical location, Singapore is an ideal business hub not only for investment but is a springboard to penetrate the neighbouring ASEAN market. Singapore has also proven popular amongst Japanese F&B operators. The Premises are located at Wisma Atria, which is directly-connected to the Orchard MRT station with a significant flow of passengers and foreign tourists. The JV Co intends to commence business at the Premises in 2015.

The Company is still exploring the feasibility of leasing out the rest of the floors of Isetan Orchard at Wisma Atria and is in discussions with several other parties which are interested in renting such space.

As the negotiations for the tenancies at the Premises and the rest of the floors of Isetan Orchard are still at a preliminary stage, there is no assurance that definitive agreements will be entered into. Shareholders are advised to exercise caution in the trading of the shares of the Company. The Company will keep shareholders informed of any material developments.

By Order of the Board

Lun Chee Leong
Company Secretary

23 October 2014