



F J BENJAMIN ANNOUNCES PROMOTIONS OF SENIOR EXECUTIVES

- *Douglas Benjamin assumes role of Group Chief Operating Officer*
- *Ian Lim takes over as Chief Executive Officer of F J Benjamin (Singapore)*

Singapore, 30 August 2012 – F J Benjamin Holdings Ltd, Singapore's leading fashion retailer and lifestyle company, today announced the promotions of Douglas Benjamin to Group Chief Operating Officer, and Ian Lim to succeed him as Chief Executive Officer, F J Benjamin (Singapore) Pte Ltd.

In his new role, Mr Benjamin will work closely with Nash Benjamin, CEO of F J Benjamin Holdings, on Group responsibilities. In addition, Mr Douglas Benjamin will be focusing on the growth of the Group's in-house brand, RAOUL, which expanded into Europe and the US more than a year ago.

Replacing Mr Douglas Benjamin as the CEO of F J Benjamin (Singapore), a major subsidiary of the Group, Mr Lim will be responsible for all operating businesses in Singapore. He is currently the Singapore Divisional CEO, Lifestyle Retail, where he has been responsible for the overall operations of the fashion lifestyle brands in Singapore.

Both appointments will take effect on 1 September 2012.

Mr Nash Benjamin, Chief Executive Officer of F J Benjamin Holdings Ltd, said: "I are extremely pleased to announce the promotions of Douglas and Ian and am confident that they will continue to bring much passion and professionalism to their new roles.

F J BENJAMIN HOLDINGS LTD

Co. Reg. No. 197301125N

10 Science Park Road, #04-01 The Alpha, Singapore Science Park II, Singapore 117684 Tel: (65) 6737 0155 Fax: (65) 6732 9616

www.fjbenjamin.com

“Douglas has been with the Group for 23 years and is well respected both in Singapore and in the fashion capitals of London and New York for his experience and expertise. As an Executive Director on the Board, he has already been assisting me with Group responsibilities in the last few years.

“In the last decade, Douglas and his wife, Odile, have been driving the development of the RAOUL brand and I’m pleased that they have successfully demonstrated that RAOUL has what it takes to become an international brand.

“Ian joined the Group as General Manager for Gap and Banana Republic in late 2009 and has quickly proven himself to be equally adept at enhancing customer experiences in the stores and improving processes in backend functions. He has also effectively led the regional team to deliver results 12 months ahead of plans and the improvements have been visible and sustainable. I am confident he is the ideal candidate to fill Douglas’ shoes.”

Mr Douglas Benjamin joined the Group in 1989 after graduating with an economics degree from the University of Kent, Canterbury. He has been helming the Singapore operations since 2006 and became a director of the Group in 2000. He is the co-creative designer of RAOUL and oversees its international expansion.

Mr Lim has 18 years of experience in the retail and wholesale industry, mainly in Australia. He graduated with a Bachelor of Commerce from the University of Queensland (1994) and joined Nike Australia as a Footwear Sales Executive, servicing key accounts across the State of Queensland. He then assumed various leadership positions, including Buying Director for Foot Locker Australia and Apparel and Hardware Director for Adidas Australia.

During this period, he has honed his skills in business development and sales strategy implementation, including marketing, retail operations and sales performance of the brands.

He first joined F J Benjamin in late 2009 as General Manager for Gap and Banana Republic and was promoted to Divisional CEO in early 2011 where he had other brands added to his responsibilities including Guess, Guess Accessories, La Senza and Raoul in Singapore.

- End -

About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes fashion and lifestyle brands like Banana Republic, Catherine Deane, Celine, Gap, Givenchy, Goyard, Guess, La Senza, RAOUL, Sheridan, and timepiece brands such as Bell & Ross, Converse, Chronoswiss, DeWitt, Girard-Perregaux, Guess? Watches, Gc, Marc Ecko, Nautica, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

For media enquiries, please contact:

F J Benjamin Holdings Ltd
Cheryl Li
Tel: (65) 6508 7708
Email: Cheryl.li@fjbenjamin.com

Catherine Ong Associates
Catherine Ong
Tel: (65) 6327 6088
Email: cath@catherineong.com