

# FJ BENJAMIN

## F J BENJAMIN GEARS UP FOR GROWTH

*Key Appointments, Divisions and Subsidiaries in Singapore, Thailand, Vietnam and Malaysia*

**Singapore, 2 May 2006** – Asian fashion / lifestyle retailer F J Benjamin is renewing its leadership and corporate structure to support its regional growth. New key appointments have been created and new divisions have been set up as the Group forges ahead to boost its growth in Asia.

Frank Benjamin, founder and Executive Chairman of F J Benjamin Holdings Ltd has stepped down as Group CEO as at 29 April 2006 and will oversee a seamless transition to the next generation of leaders within the Group. Frank has held this position since founding F J Benjamin in 1959 and will continue to serve as Executive Chairman and will play a primary role in defining the Group's overall strategy and vision.

Eli Manasseh (Nash) Benjamin, Group Deputy CEO and COO since 1996, will succeed Frank as Group CEO of F J Benjamin Holdings Ltd. Nash has more than 30 years of experience in the Group's retail and distribution business. He will continue to maintain a close relationship with the Group's principals, and continue to oversee the Group's business expansion in the region.

Mr Frank Benjamin said, "Over the last 10 years, Nash has worked closely with me to formulate long term corporate strategies for the Group and has maintained a consistent track record as my Deputy and as Group COO. I have utmost confidence that Nash will very ably lead this Company into the next stage of its growth."

Leadership within F J Benjamin (Singapore) Pte Ltd, the Group's principal Singapore operating subsidiary, has been streamlined to drive key divisions of growth. Three Divisions have been created within the subsidiary: ***Creative & Licensing***, ***BMI Timepieces*** and ***Fashion & Corporate Support Services***. Each Division will have a distinct business function to be headed by Divisional CEOs, Douglas Benjamin, Mark Koh and Matthew Chan respectively. Douglas continues to be overall CEO of the subsidiary. Matthew has recently joined the Group from *American Express International*.

The Group has also expanded its regional business units. In Thailand, F J Benjamin's newly incorporated Thai subsidiary, helmed by local retailer Lida Singratanakul, will launch various F J Benjamin labels in the company's first directly-owned and operated stores in Bangkok come June 2006.

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In Vietnam, a Representative Office (RO) has been established to enable the Group to better support its growing timepiece distribution business and to explore opportunities for the Group's fashion and lifestyle businesses. Mark Koh, who has been directing the growth of the Group's timepiece distribution business in Indo-China since 2004, has been appointed Chief Representative.

In addition, F J Benjamin recently announced the appointment of Angie Chong, CEO of F J Benjamin's Malaysian subsidiary, as the head of the Group's GAP and BANANA REPUBLIC businesses in Singapore and Malaysia.

Mr Nash Benjamin, Group CEO of F J Benjamin Holdings Ltd said, "This renewal will ensure that our growth is sustainable in the mid-term without adding an additional layer of cost. We will ensure that the Group expands as optimally as possible in our traditional markets while actively pursuing opportunities in emerging retail markets. After all, our ultimate aim must be to give shareholders the greatest value possible."

## PLEASE REFER TO ANNEX A FOR FURTHER DETAILS.

**About F J Benjamin Holdings Ltd** – SGX-listed fashion retailer F J Benjamin Holdings Ltd is an industry leader in brand building and in developing retail and distribution networks for international luxury and lifestyle brands across Asia. Its portfolio includes Banana Republic, Gap, Guess?, Inez, Laliq, La Senza, Manchester United, Paint 8, Raoul, Sheridan and timepiece brands such as Bell & Ross, Girard-Perregaux, Jean Richard, Marc Ecko, Nautica, Nike And Victorinox Swiss Army. Please visit [fjbenjamin.com](http://fjbenjamin.com).

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# FJ BENJAMIN

## ANNEX A

### F J BENJAMIN GEARS UP FOR GROWTH

*Key Appointments, Divisions and Subsidiaries in Singapore, Thailand, Vietnam and Malaysia*

#### **A. Singapore – F J Benjamin Holdings Ltd**

**Frank Benjamin**, founder and Executive Chairman of F J Benjamin Holdings Ltd has stepped down as Group CEO as at 29 April 2006, a position that Frank has held since founding F J Benjamin in 1959. Frank continues as Executive Chairman and plays a primary role in defining the overall strategy and vision of the Group and is actively involved in the Group's relationship with Principals and Business Partners.

**Eli Manasseh (Nash) Benjamin**, Group Deputy CEO and COO since 1996 will succeed Frank in the role as Group CEO of F J Benjamin Holdings Ltd. Nash will continue to maintain an active relationship with the Group's principals and oversee the Group's businesses regionally.

#### **B. Singapore – F J Benjamin (Singapore) Pte Ltd**

Three Divisions have been created within F J Benjamin (Singapore) Pte Ltd, the primary operating subsidiary of F J Benjamin Holdings Ltd. These Divisions are Creative & Licensing, BMI Timepieces and Fashion & Corporate Support Services. Each Division will have a distinct business function and be headed by the following Divisional CEOs:

Creative & Licensing - **Douglas Benjamin** will take on the dual role of CEO, F J Benjamin (Singapore) Pte Ltd, and Divisional CEO, Creative & Licensing Division. In his role as Divisional CEO, Douglas will direct the international expansion of F J Benjamin's house labels RAOUL and PAINT 8. In addition, Douglas will continue to grow F J Benjamin's substantial licensing and design units. Douglas is an Executive Director of F J Benjamin Holdings Ltd and is a member of its Executive Committee. Douglas is also a director of F J Benjamin (Singapore) Pte Ltd.

BMI Timepieces - **Mark Koh** has been promoted to Divisional CEO, BMI Timepieces. Mark has been with the company since 1992 and was promoted to General Manager in 1999. Mark will continue to oversee the growth of its timepiece business in Singapore and the region. Mark is a director of F J Benjamin (Singapore) Pte Ltd.

Fashions & Corporate Support Services - **Matthew Chan** joined F J Benjamin as Divisional CEO, Fashions & Corporate Support Services in March 2006. Matthew will direct F J Benjamin's substantial fashion retail and distribution operations in Singapore. In addition, Matthew will oversee all support services (such as Logistics, Marketing Communications, Finance, Information Technology, Human Resources, etc.) within F J Benjamin (Singapore). Matthew was formerly Director, Head of Relationship and Channel Acquisition, Japan/Asia Pacific/Australia, at *American Express International* where he was also a member of the Singapore Country Executive Team.

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## **C. Thailand – New Subsidiary & General Manager**

F J Benjamin Concepts (Thailand) Ltd will commence operations in July 2006 with the launch of LA SENZA, RAOUL men and RAOUL ladies in Bangkok's Central World, F J Benjamin's first directly-owned and operated stores in Thailand.

**Lida Singratanakul** has been appointed General Manager of F J Benjamin's Thai subsidiary. Lida will head the Group's businesses in Thailand and will direct the launch and growth of the business. Having held senior management positions in *Tesco Lotus*, *Robinsons Department Store* and *Marks & Spencer* since 1996, Lida brings a wealth of experience to F J Benjamin.

## **D. Vietnam – Representative Office Established and Chief Representative Appointed**

The Resident Representative Office of F J Benjamin Indochina has been established in Ho Chi Minh City in April 2006.

**Mark Koh** has been appointed Chief Representative of F J Benjamin (Indochina) Pte Ltd. Since 2004, Mark has been directing the growth of BMI's timepiece distribution business in Ho Chi Minh City and Hanoi distributing brands such as GUESS?, MARC ECKO, NAUTICA, NIKE and VICTORINOX SWISS ARMY.

## **E. Malaysia/Singapore – Head of Gap and Banana Republic Appointed**

As announced in March 2006, **Angie Chong** will take on dual roles of CEO of F J Benjamin Lifestyle Pte Ltd and F J Benjamin Lifestyle Sdn Bhd to direct the GAP and BANANA REPUBLIC businesses in Singapore and Malaysia while continuing as CEO of F J Benjamin's Malaysian subsidiary, F J Benjamin (M) Sdn Bhd.

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