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News Release
API/NR/015/2008

APEX-PAL OPENS FIRST JAPANESE CAFÉ IN JOINT VENTURE

- Kohi Ten is first café in Singapore to feature a siphon bar
- New concept to tap niche segment in the fast growing coffee market
- Aims to revolutionise coffee culture with Kohi Ten

Singapore, 14 October 2008 – Apex-Pal International Ltd (hereafter known as “Apex-Pal” or ‘The Group’), the Innovative Food People and the company behind the global chain of Sakae Sushi restaurants, opens **Kohi Ten** – the first Japanese siphon bar café to be opened in Singapore. Located at the newly revamped Cuppage Terrace, Kohi Ten aims to inject Tokyo cafe culture in cosmopolitan Singapore and capture the hearts of coffee lovers here with its new concept.

2. While competition is getting more intense for the coffee joint segment, **Kohi Ten**, serves to fill a niche market for freshly brewed gourmet coffee. In fact, Apex-Pal believes it will gain first mover advantage with its first café concept providing siphon-brew coffee in Singapore. The demand is expected to grow as similar concepts are already quite established in other countries such as Hong Kong and Japan.

3. “We are very excited to launch Kohi Ten, our first Japanese-style café. With a growing population of affluent executives and i-generation of youngsters who are always on the lookout for a great place to chill, Kohi Ten provides the right ambience, not forgetting the excellent coffee and food,” said Douglas Foo, Chief Executive Officer of Apex-Pal. “Today, coffee is no longer the ‘kopi’ of yesterday. With the growing coffee culture in Singapore, we see good potential in this market segment,” he added.

4. Kohi Ten, which means coffee shop in Japanese, sets itself apart from the conventional coffee joints and local coffee shops with its one of its kind siphon-brew coffee bar imported from Japan. Combined with the use of quality beans from Japan’s oldest and largest fresh coffee supplier – Ueshima Coffee Co., Ltd, or better known as UCC, Kohi Ten is set to revolutionise the

coffee culture here. Kohi Ten aims to be Singapore's first coffee 'theatre' where diners will enjoy a whole new experience of seeing their coffee brewed right before them by our trained baristas at the coffee bar before being embraced by the rich aroma as the coffee is poured into their cups. It serves to replicate the coffee drinking culture where a cuppa means more than just coffee. It signifies a special occasion where it is always a treat to coffee lovers.

5. Kohi Ten not only offers great coffee including the famous Blue Mountain No. 1 siphon-brew, which is served in Noritake fine bone china cups but also sumptuous and hearty breakfasts, lunch and dinner. Diners can chose from a wide range of soups, salads, spaghetti, curry rice and home-made desserts. Must-try dishes include Chicken Teriyaki Salad with its heavenly house dressing, Chicken Teriyaki and Eggplant sandwich, Hamburg Curry Rice, Salmon Spinach Penne Gratin, Chocolate French Toast and lichiko Ice.

6. Response has been positive thus far with some customers patronizing the outlet at least three times a week. It counts professionals and business executives, shoppers and tourists, as its core group customers.

7. Kohi Ten is managed by Alliance Food Venture Pte Ltd, a joint venture between Apex-Pal and its Philippines franchisee, Mr Hubert Young. He said, "Kohi Ten serves to be a place that serves more than just coffee or food. It is a place where friendships are built, ideas are exchanged and deals are made. We hope to grow this into a chain that serves a niche market of coffee lovers."

See [Annex 1](#) for Fact Sheet on Kohi Ten.

About Apex-Pal International Ltd

Apex-Pal is a homegrown leader in providing innovative food and beverage solutions. With more than a decade of experience under its belt, the Group constantly breaks new grounds offering Singapore a taste of international dining through brands including Sakae Sushi, Sakae Teppanyaki, Sakae@Campus, Sakae Izakaya, Sakae Pizza, Hei Sushi, Hibiki, The Pasta Shop, Senjyu, Kohi Ten and Crepes & Cream. It is supported by Nouvelle Events, the only specialist caterer in Singapore that offers an award winning and unique patented portable *kaiten* (conveyor belt) *sushi* experience. In addition, the Group is involved in franchising its brands, food import and distribution as well as business-to-business supplies.

Listed on the Mainboard of the Singapore Exchange, Apex-Pal manages more than 90 outlets in seven countries covering 12 cities -- Singapore, Jakarta, Chiangmai, Beijing, Chengdu, Hong Kong, Shanghai, Manila, Kuala Lumpur, Penang, Selangor, and New York City. The Group

remains committed to global growth by exploring new emerging markets such as the Middle East, Vietnam, Hungary and Mongolia. In FY 2007, Apex-Pal achieved a profit before tax of S\$3.5million on the back of a strong turnover of S\$83.8millions.

About Mr Hubert Young

Trained as a Coffee Cupper in the United States, Mr Hubert Young worked for Hills Brother's Coffee in San Francisco as a coffee taster and quality expert for five years. In 1999, he set up his first UCC café in Manila which has since grown into a chain of 18 cafes, including one in Los Angeles. On seeing the market potential in Singapore, Mr Young decided to team up with Apex-Pal and bring the siphon-brew café concept here. Today, he brings with him his wealth of knowledge and deep passion to the table with the plan to grow Kohi Ten into a successful brand.

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