

NOTICE OF A DIRECTOR'S (INCLUDING A DIRECTOR WHO IS A SUBSTANTIAL SHAREHOLDER) INTEREST AND CHANGE IN INTEREST *

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* Asterisks denote mandatory information

Name of Announcer *	KEONG HONG HOLDINGS LIMITED
Company Registration No.	200807303W
Announcement submitted on behalf of	KEONG HONG HOLDINGS LIMITED
Announcement is submitted with respect to *	KEONG HONG HOLDINGS LIMITED
Announcement is submitted by *	Lo Swee Oi
Designation *	Company Secretary
Date & Time of Broadcast	03-Sep-2012 17:16:40
Announcement No.	00053

>> ANNOUNCEMENT DETAILS

The details of the announcement start here ...

>> PART I

1.	Date of notice to issuer *	03-09-2012
2.	Name of <u>Director</u> *	Leo Ting Ping Ronald
3.	Please tick one or more appropriate box(es): *	
	<input checked="" type="checkbox"/> Notice of a Director's (including a director who is a substantial shareholder) Interest and Change in Interest. [Please complete Part II and IV]	

>> PART II

1.	Date of change of <u>Interest</u>	02-07-2012
2.	Name of Registered Holder	Leo Ting Ping Ronald
3.	Circumstance(s) giving rise to the interest or change in interest	# Others
	# Please specify details	Transfer of 40,615,500 shares from own name, Leo Ting Ping Ronald to a nominee, BNP Paribas Nominees Singapore Pte Ltd. The transfer involves no change in beneficial ownership.
4.	Information relating to shares held in the name of the Registered Holder	
	No. of <u>Shares</u> held before the change	81,231,000
	As a percentage of issued share capital	50.77 %
	No. of Shares which are subject of this notice	40,615,500
	As a percentage of issued share capital	25.385 %
	Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0

No. of Shares held after the change	40,615,500
As a percentage of issued share capital	25.385 %

>> PART III

1.	Date of change of [Select Option]	
2.	The change in the percentage level	From % To %
3.	Circumstance(s) giving rise to the interest or change in interest	[Select Option]
	# Please specify details	
4.	A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	

>> PART IV

1.	Holdings of <u>Director</u> , including direct and deemed interest :	
	Direct	Deemed
No. of shares held before the change	81,231,000	0
As a percentage of issued share capital	50.77 %	0 %
No. of shares held after the change	40,615,500	40,615,500
As a percentage of issued share capital	25.385 %	25.385 %

Footnotes	<p>The percentage of issued share capital before and after the change is calculated based on the share capital of 160,000,000 ordinary shares issued at the date of this announcement.</p> <p>The Company was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "SGX-ST") on 16 December 2011. The initial public offering of the Company was sponsored by PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor").</p> <p>This announcement has been prepared by the Company and reviewed by the Sponsor for compliance with the relevant rules of the SGX-ST. The Sponsor has not independently verified the contents of this announcement.</p> <p>This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.</p> <p>The contact person for the Sponsor is Mr Mark Liew, Managing Director, Corporate Finance, at 20 Cecil Street, #21-02 Equity Plaza, Singapore 049705, telephone (65) 6229 8088.</p>
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Attachments	Total size = 0 (2048K size limit recommended)
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