

Media Release

Please observe embargo until 1100 hours

The Entrepreneur of the Year Award 2015: Search for the Drivers of Success Begins

24 April 2015 – The annual Entrepreneur of the Year Award (EYA) returns for its 27th edition, honouring local entrepreneurs from both established and emerging enterprises.

Co-organised by the Association of Small and Medium Enterprises (ASME) and the Rotary Club of Singapore, the Award is the oldest and one of the most recognised business accolades in Singapore. Over 1,000 entrepreneurs have participated in EYA and around 260 of these outstanding business owners have been acknowledged by the prestigious Award.

EYA continues to strengthen its standing and relevance in the business arena, re-energising itself to align with the dynamic economic trends.

To maintain Award integrity and credibility, EYA encompasses stringent judging processes that all participants have to undergo, to examine and select those who meet the Award expectations. In heralding entrepreneurs of the 21st century, a new criteria has been added to the judging framework, to ensure that EYA evaluates different facets and characteristics of a business owner. Entitled Entrepreneurial Journey, it takes into account the entire process of enterprise building and development, analyzing the various challenges and achievements that have helped to mould these future entrepreneurs.

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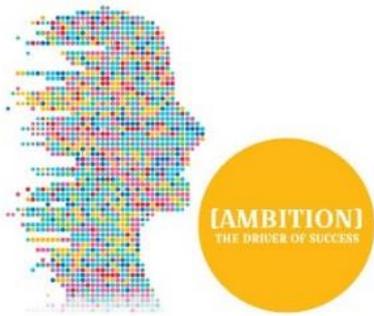


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Aside from the EYA for Social Contribution category which honours entrepreneurs who engage frequently in corporate social responsibility, another Award sub-category will be introduced to EYA 2015. Sponsored by luxury whisky brand Chivas Regal, EYA - The Venture recognises entrepreneurs who establish enterprises that make positive contributions to society. The inclusion of this Award serves to encourage more business owners to adopt this culture of meshing social impact and enterprise.

This year, the Award embraces the drive and ambitious spirit of local entrepreneurs, while emphasising the need for them to take an all-inclusive approach towards entrepreneurship.

"Entrepreneurs are, more often than not, role models of their companies. To guide and direct their teams, they need to possess the ambition to drive them forward, advance their companies and its business future, and achieve extraordinary feats. Beyond that, entrepreneurs should also strive to give back to society after attaining success. This is what EYA seeks to identify – the drive and generosity of tomorrow's entrepreneurs," said Mr Thomas Fernandez, Award Co-Chairman, ASME.

Adding onto Mr Fernandez's explanation, Mr Reinhard Klemmer, Award Co-Chairman, Rotary Club of Singapore said, **"The new judging criteria and Award sub-category promises a more wholesome evaluation of an entrepreneur's qualities and how the journey and milestones shaped these business owners' careers and current successes. It also reflects the adaptation of EYA with the times – the Award maintains relevance, identifying all-rounded entrepreneurs who possess both hardware and software to drive their enterprises forward."**

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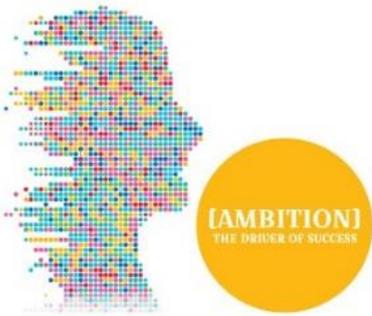


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Through EYA, entrepreneurs will benefit from the heightened awareness of their company, products and services. Participating in EYA also adds credibility to the entrepreneurs and their enterprises, the recognition especially advantageous for companies venturing overseas and establishing partnerships with potential clients. The acknowledgement also helps to recruit and retain talent in the company, thereby allowing for greater business advancement.

Returning as the Main Sponsor of EYA 2015, OCBC shared their sentiments on the development of EYA and their close involvement in the Award.

Said Mr Linus Goh, Head, Global Commercial Banking, OCBC Bank, **"We are delighted to celebrate the success of Singapore's top entrepreneurs for the 14th year running. Highly adaptable and resourceful, these outstanding business owners continue to put Singapore on the world map through their relentless quest for innovation and business excellence. Their success will inspire more to take the plunge to grow overseas and we look forward to partnering them in their internationalisation journey."**

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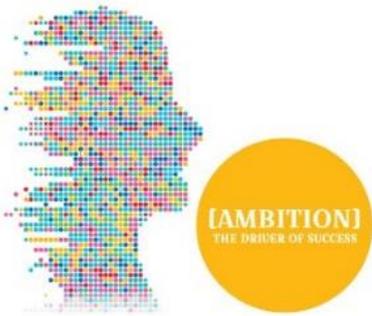


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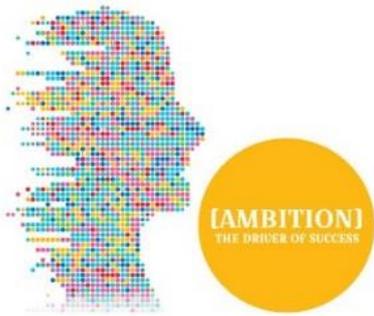


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TESTIMONIALS FROM EYA 2014 OVERALL WINNERS

'In my many years in the Food and Beverage business, from a traditional set up into one that caters to emerging markets, I had hoped to receive public recognition that will help me move to the next level of entrepreneurial growth.

Winning the EYA is a clear commendation of the company's effort and it has further enhanced the company's visibility. We will continue to strive hard and attain better results.

For emerging enterprises, if you are committed to deliver a brand promise of quality, excellent service and the highest value to your customers, staff and stakeholders, you should participate in the EYA. It is an award that serves as a yardstick for entrepreneurs who possess the right combination of qualities to unlock business success.'

Mr Kok Kuan Hwa Ricky

Managing Director, Chang Cheng Group

Established Entrepreneur Overall Winner, The Entrepreneur of the Year 2014

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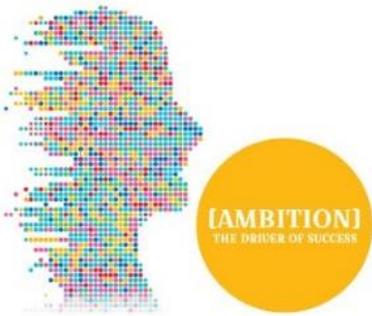


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TESTIMONIALS FROM EYA 2014 OVERALL WINNERS (CONT'D)

'The EYA is highly recognised, and the longest established Entrepreneurial Award in the industry. I felt that the Award would provide a lot of visibility for my company and networking opportunities for me among the other successful entrepreneurs and head of institutions.

Winning this Award has given me a good endorsement and a clear signal on my capabilities and future directions. It has served as a great inspiration and motivation to me and my team and I am more confident in taking my company to the next level of being a globally recognised brand.

My fellow entrepreneurs, do not be afraid to demonstrate your passion and drive, and how you're able to do things differently!'

Mr Parthiban Murugaiyan

Managing Director, Luvenus Jewellery Pte Ltd

New Entrepreneur Overall Winner, The Entrepreneur of the Year 2014

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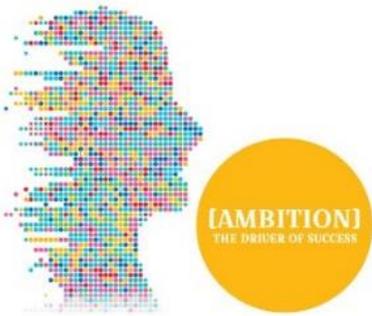


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OUR OUTSTANDING PAST EYA WINNERS

Mr Sun Lai Fong
Chairman, Sunhuan Construction Pte Ltd
Established Entrepreneur Overall Winner, The Entrepreneur of the Year Award 2013

Mr Neeraj Sundarajoo
Chief Executive Officer, Comwerks Pte Ltd
Young Entrepreneur Overall Winner, The Entrepreneur of the Year Award 2013

Mr Chia Chor Meng
Group Chairman, CKL Holdings Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2012

Mr Eldwin Chua
Founder & CEO, Paradise Group Holdings
Overall Winner, The Entrepreneur of the Year Award 2011

Mr Jimmy Fong
Chairman & CEO, EpiCentre Holdings Limited
Overall Winner, The Entrepreneur of the Year Award 2011

Mr Andy Chaw
Chief Executive Officer, Star 360 Holdings Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2010

Mr Ip Yiu Tung
Chairman & CEO, Crystal Jade Culinary Concepts Holdings
Overall Winner, The Entrepreneur of the Year Award 2009

Mr Charles Wong Mun Hwa
Managing Director, Charles & Keith International Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2008

Mr Chan Chong Beng
Chairman, Goodrich Global Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2007

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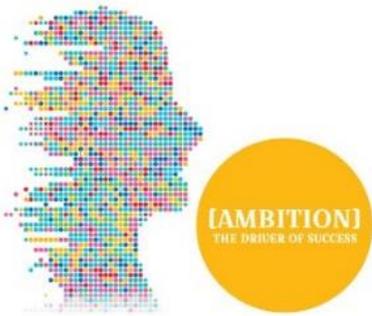


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OUR OUTSTANDING PAST EYA WINNERS (CONT'D)

Mr Karsono Kwee
Executive Chairman, Eurokars Group
Overall Winner, The Entrepreneur of the Year Award 2006

Mr Erman Tan
Chief Executive Officer, Asia Polyurethane Mfg Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2005

Mr Thomas Ting
Managing Director, Tj Systems (S) Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2005

Mr Andrew Kwan
Group Managing Director, Commonwealth Capital Group
Overall Winner, The Entrepreneur of the Year Award 2004

Mr Ricky Chew
Founder, Fish & Co. Restaurants Pte Ltd
Overall Winner, The Entrepreneur of the Year Award 2003

Mr Douglas Foo
Chairman, Sakae Holdings Ltd
Overall Winner, The Entrepreneur of the Year Award 2002

Mr George Quek
Group Chairman, BreadTalk Group Ltd
Overall Winner, The Entrepreneur of the Year Award 2002

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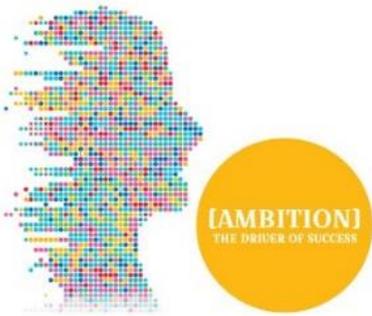


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QUALIFYING CRITERIA	
Established Entrepreneur	Young Entrepreneur
The Candidate must:	
Have been operating the business for more than 6 years	Have been operating the business for the period of 2 to 6 years
Be a Singaporean or Permanent Resident above the age of 21	Be a Singaporean or Permanent Resident above the age of 18
Own at least 30% of the Company (Endorsement from the Board of Directors is required for candidates with less than 30% ownership)	Own at least 30% of the Company (Endorsement from the Board of Directors is required for candidates with less than 30% ownership)
Candidate's Company must:	
Have a minimum of 30% local equity	Have a minimum of 30% local equity
Not be a listed company nor a subsidiary of a listed company	Not be a listed company nor a subsidiary of a listed company
Hold at least 3 years of audited financial statements, which must be submitted for evaluation	Hold at least 2 years of audited financial statements, which must be submitted for evaluation

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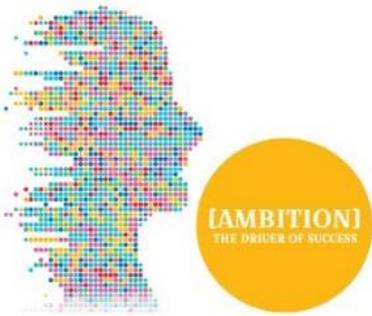


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CHINESE TERMS: AWARD CO-ORGANISERS

Mr Wee Chorng Kien, Kurt, 王崇健
President
会长
Association of Small and Medium Enterprises
中小企业商会

Mr Thomas Fernandez
Award Co-Chairman
年度企业家奖筹委会联合主席
Association of Small and Medium Enterprises
中小企业商会

Mr Alan Tan, 陈锦源
President
社长
Rotary Club of Singapore
新加坡扶轮社

Mr Reinhard Klemmer
Award Co-Chairman
年度企业家奖筹委会联合主席
Rotary Club of Singapore
新加坡扶轮社

CHINESE TERMS: MAIN SPONSOR

Mr Linus Goh, 高体良
Head, Global Commercial Banking
总裁, 环球商业银行部及金融机构部
OCBC
华侨银行

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ABOUT THE AWARD

THE ENTREPRENEUR OF THE YEAR ~ A ROTARY SINGAPORE-ASME AWARD

Inaugurated in 1989 by the Rotary Club of Singapore, The Entrepreneur of the Year Award (EYA) is the oldest Award in Singapore that honours local entrepreneurs who have shown outstanding performance as business owners, be they emerging or established enterprises, in their respective industry fields.

Upholding the prestige of the Award, EYA prides itself for the high qualifying criteria, rigorous rounds of site visits and stringent judging processes.

Now in its 27th year, The Entrepreneur of the Year Award continues to build upon its legacy as one of Singapore's most esteemed and established business accolades where Top Entrepreneurs are showcased annually on a platform of national scale. EYA is also an excellent opportunity to embark on a fulfilling and rewarding Award Journey that spurs business owners and aspiring entrepreneurs to aim higher and achieve greater victories in the business arena.

Vision:

The Award that recognises and inspires entrepreneurship in the local SME community

Mission:

To maintain the highest standards in the process of uncovering successful entrepreneurs through stringent judging criteria and creating an Award Journey for all participants.

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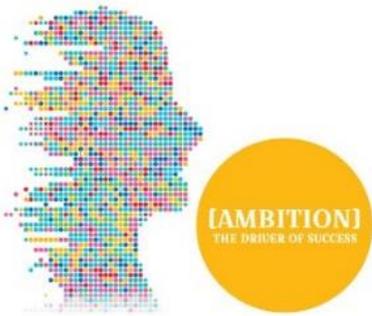


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ABOUT THE AWARD CO-ORGANISERS

ASSOCIATION OF SMALL AND MEDIUM ENTERPRISES

The Association of Small and Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards - The Entrepreneur of the Year Award and Singapore Prestige Brand Award are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

www.asme.org.sg

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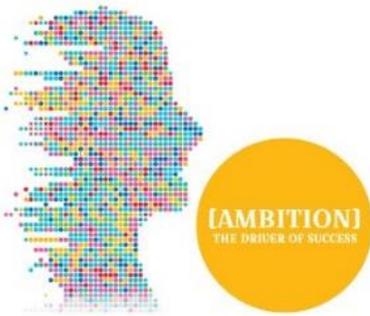


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ABOUT THE AWARD CO-ORGANISERS

ROTARY CLUB OF SINGAPORE

Rotary Club of Singapore was incorporated on 6 June 1930 and will be celebrating its 84th charter anniversary this year.

The objects of Rotary are to:

1. Encourage and foster the ideal of service as a worthy enterprise
2. Set ethical standards in business and profession; and
3. Promote international peace, goodwill and understanding

Since inception, the Rotary Club has embarked on many national projects:

1. The Rotary Club founded the Singapore Anti Tuberculosis Association (1947), Trafalgar Rotary School (now known as SILRA) (1951), Spastic Children's Association of Singapore (1956), Singapore After Care Association (1958), Singapore Association for Retarded Children (now known as MINDS) (1962), Society for the Aged Sick (1968) and Singapore Anti-Narcotics Association (1972).
2. Through sponsorship of more than 20 Interact Clubs and Rotaract Clubs, the Rotary Club groomed many young individuals in its youth leadership programmes. It founded and ran the Computer Literacy Program for Adults (CLPA) from 2001 to 2004, which provided computer skills for adults in community centres.
3. In collaboration with the Singapore Prison Service, the Rotary Club mentored the inmates of The Kaki Bukit Centre Prison School (Rotary Community Corp). In 1958, the Club funded the construction of a hostel for the Singapore After-Care Association.

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4. The Club initiated the Project LIFE Thailand (2005-2010) and HELP Nepal (2002-2013) and since 1995, Rotarians and non-Rotarian eye surgeons from Singapore and India have performed operations in India and Cambodia and funded Eye Centres in Phnom Penh and Pursat. Annually, the Rotary Club will conduct medical missions in Indonesia and Philippines.
5. In 1989, the Rotary Club established the annual prestigious The Entrepreneur of the Year Award (EYA). Jointly organised with the Association of Small and Medium Enterprises, EYA was established to acknowledge the accomplishments of local entrepreneurs who epitomise the true meaning of entrepreneurship. In 2009, the Rotary Club initiated the Rotary Youth Social Entrepreneurship Challenge for aspiring young social entrepreneurs in Singapore.

Dedicated to the principles and ideals of Rotary, embedded in its motto "**Service Above Self**", the Rotary Club of Singapore continues to be an active great-grandfather club of the various Rotary Clubs in Singapore.

www.rotary.org.sg

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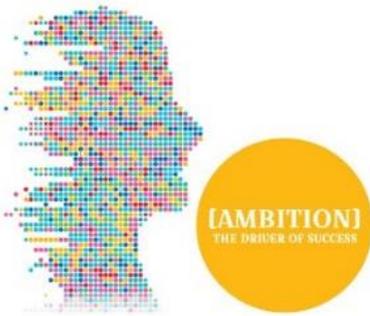


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ABOUT THE AWARD MAIN SPONSOR

OCBC BANK

OCBC Bank, Singapore's longest established local bank, is the second largest financial services group in Southeast Asia by assets. With a network of over 630 branches and representative offices in 18 countries and territories, it is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It was also ranked by Bloomberg Markets as the World's Strongest Bank in 2011 and 2012.

OCBC has been supporting SMEs in key markets of Singapore, Malaysia, Indonesia and Greater China. Our industry expertise, strong regional network and innovative banking solutions have helped customers achieve their ambitions across the business life cycle.

Our successful partnerships with SMEs have earned us industry recognition with the following awards:

- Best in SME Banking by The Asian Banker, 2012
- Best SME Bank in Singapore by Alpha Southeast Asia, 2011, 2013 and 2014
- Best SME Bank in Singapore by the Global Banking & Finance Review, 2012 - 2014
- ASEAN SME Bank of the Year by the Asian Banking and Finance, 2011 - 2014

As a main sponsor of the Entrepreneur of the Year Award for the 14th consecutive year, we remain committed to helping entrepreneurs and SMEs succeed locally and internationally.

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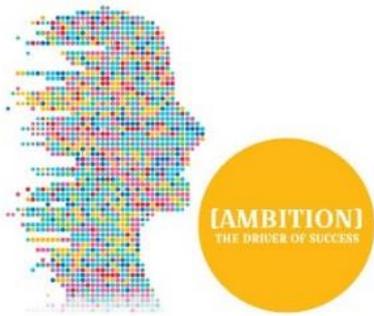


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CHIVAS REGAL

Official Whisky

Launched in 1909, Chivas Regal is the world's first luxury whisky and is considered a timeless classic, renowned for its style and substance. Brotherhood, generosity, entrepreneurship and integrity are values at the heart of Chivas Regal. Over the years, the brand has been hosting its successful and long-running Live with Chivalry campaign, which has inspired Modern Gentlemen around the world to pursue success with integrity and to Win the Right Way. The Chivas Regal range includes Chivas 12, Chivas 18, and Chivas 25.

STARHUB

Infocomms Partner

StarHub is the choice info-communications service provider for businesses and government in Singapore, where technology and partnerships come together to create solutions for the benefit of our customers.

StarHub's Enterprise Business Group collaborates with leading brands/companies to offer a comprehensive suite of solutions that empowers businesses of all sizes to stay ahead of their game. The group has capabilities to design, build, operate networks, provide network integration services, as well as cloud solutions.

Visit www.starhub.com/business to find out how we can take your business forward.

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