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Sheng Siong Group CEO

Mr Lim Hock Chee

Sheng Siong-AMK ITE: Opening Address for Store Opening & MOU Signing 20/4/2018 (Friday) ,3pm

Good afternoon to ITE CEO Ms Low Khah Gek, ITE College Central Principal Dr Ang Kiam Wee, ITE College West Deputy Principal (Development) Mr Lim Chwee Seng and ITE College East Deputy Principal (Development) Mr Zainuddin Nordin, Ladies and Gentlemen and students,

Thank you for spending a precious afternoon with us at the Official Opening of Sheng Siong's 48th store, as well as witnessing the MOU signing between Sheng Siong and ITE.

We are extremely thankful to ITE for giving us the opportunity to serve your students and staff, as well as the Ang Mo Kio residents in the vicinity. This is the first time Sheng Siong has set its foot into the school campus. We hope to bring with us a communal and business atmosphere into ITE's learning landscape, and play a part in creating a vibrant and practical learning ground for your students.

As some of you may know, I am also an ITE alumnus. I studied at the Jurong Vocational Institute in 1976. My alma mater is presently known as ITE College West.

To me, there is no one way of learning. Some people have very good memory, while some people are more hands-on and I belong to the latter. As such, there is no one way to success.

At Sheng Siong, our success comes from putting our heart into improving our customers' experience and putting what we believe into practice. It is apparent when we rolled out the Hybrid Self-Checkout System (HSCO) which is unique to Sheng Siong. We observe our customer's need for a shorter queue time and we improvise with the existing checkout systems in the market.

In addition, we have also partnered 2 banks to roll out the \$imple Teller Machine (\$TM) , allowing customers to withdraw cash.

We hope that our hands-on and innovative spirit will rub off on the younger generation. After this ceremony, please join us to see the students' projects rolled out at our store, such the QR Code Product Scanning System for our Housebrands and the Sheng Siong 360 Virtual Reality (VR) Tour App.

Lastly, we hope to work hand-in-hand with ITE to nurture our future generations and to bring impactful benefits to our society and the retail sector.

Thank you and wishing you good health!