

Change - Change in Corporate Information::Incorporation of a global marketing office in the United States of America

Issuer

<b>Issuer/ Manager</b>	CHASEN HOLDINGS LIMITED
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Announcement Details

<b>Announcement Title</b>	Change - Change in Corporate Information
<b>Date &amp; Time of Broadcast</b>	01-Jul-2015 18:59:01
<b>Status</b>	New
<b>Announcement Sub Title</b>	Incorporation of a global marketing office in the United States of America
<b>Announcement Reference</b>	SG150701OTHRSLDM
<b>Submitted By (Co./ Ind. Name)</b>	Low Weng Fatt
<b>Designation</b>	Managing Director / CEO
<b>Description (Please provide a detailed description of the event in the box below)</b>	Please refer to the attachments:- 1) Announcement 2) Press Release

Place Of Incorporation

<b>Existing</b>	<b>New</b>
Singapore	

Registered Address

	<b>Existing</b>	<b>New</b>
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<b>Attachments</b>	<p><a href="#">@CHL - Ann - Incorp of Global Marketing Office in USA.pdf</a></p> <p><a href="#">@CHL-PressRelease-Incorp of Global Marketing Office in USA.pdf</a></p> <p>Total size =355K</p>
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# CHASEN HOLDINGS LIMITED

(Company Registration No. 199906814G)

(Incorporated in the Republic of Singapore)

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## INCORPORATION OF A GLOBAL MARKETING OFFICE IN THE UNITED STATES OF AMERICA

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The Board of Directors of Chasen Holdings Limited (the “**Company**” or “**Chasen**”) is pleased to announce that its wholly-owned subsidiary, Chasen Logistics Services Limited (“**CLSG**”) has on 30 June 2015 incorporated a global marketing office in the United States of America under the name of Chasen (USA), Inc (the “**Transaction**”).

### **1. Information on Chasen (USA), Inc**

The principal activity of Chasen (USA), Inc is to carry on the business of promoting the global marketing services of the Group’s integrated service business. The registered share capital of Chasen (USA), Inc is US\$1.00. The paid-up capital of Chasen (USA), Inc would be increased as and when required.

### **2. Rationale for the Transaction**

Chasen (USA), Inc has been incorporated to facilitate the Group’s move into the United States market to internationalize the Group’s integrated service business and explore new opportunities to achieve higher revenue for the Group.

### **3. Financing and Financial Effects of the Transaction**

The Transaction was funded entirely through internal resources and financing from the bank.

The Transaction is not expected to have any material impact on the consolidated net tangible assets and earnings per share of the Group for the financial year ending 31 March 2016.

### **4. Interest of Directors and Controlling Shareholders**

None of the Directors or Substantial Shareholders of the Company has any interest, direct or indirect, in the Transaction, other than their shareholdings in the Company.

By Order of the Board

Low Weng Fatt  
Managing Director & CEO

1 July 2015





## **CHASEN HOLDINGS LIMITED**

Unique Entity Number 199906814G  
Incorporated in the Republic of Singapore

### Press Release

# **Chasen Incorporating a Global Marketing Office in USA**

- **First global marketing office to be incorporated in USA**
- **To explore and establish new markets for the Group's business segments**
- **To attain its vision in becoming a global integrated service provider**

**Singapore, 1 July 2015** – SGX Mainboard-listed Chasen Holdings Limited ("Chasen" or the "Group"), an investment holding company with subsidiaries in Specialist Relocation Solutions, Technical & Engineering services and Third Party Logistics, is pleased to announce that its wholly-owned subsidiary, Chasen Logistics Services Limited ("CLSG") has incorporated a global marketing office in the USA with a strategic long-term view to develop global business opportunities and to internationalize the Group's integrated service business.

CLSG has incorporated the global marketing office under the name of Chasen (USA), Inc. The objectives in incorporating this office are as follows:

- Market the Chasen brand and image in a new market
- Explore new opportunities in the US market
- Enhance and foster a closer business relationship with current and new customers

- Generate an increase in revenue for the Group

CLSG's current General Manager Mr Dixzy Quo Nurman has been appointed to head Chasen (USA), Inc. He shall be based in the US office and is tasked to establish a network with current and new customers and developed new leads to further the Group's business opportunities especially to manufacturing plants relocating out of the US to the Southeast Asia region and other developing countries and *vice versa*.

Group Managing Director & CEO Mr Justin Low said, ***"This global marketing office will be the catalyst in the next phase of growth for Chasen Logistics. CLSG as the pioneer company of the Group has established a niche service that has captured a major share of the semi-conductor and electronics manufacturing industry in Singapore and the Southeast Asia region. Its foray into the US market will be a stepping stone for CLSG to develop its business network into other industries like aviation and power plants."***

### **Going Forward**

The Group believes that the incorporation of this global marketing office would render the Chasen brand and its niche specialist relocation services strategic mileage in the international logistics arena. The Group does not expect Chasen (USA), Inc to make any financial impact in this financial year.

Nonetheless, the Group hopes that this office would eventually lead to the synergizing of services between the three business segments with the objective in attaining its vision to become a global integrated service provider.

- End of Release -

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**About Chasen Holdings Limited (*Bloomberg: HTON; SP; Reuters: HEET.SI*)**

Chasen Holdings Limited is a SGX Mainboard listed investment holding company with subsidiaries in Specialist Relocation Solutions, Technical & Engineering services and Third-Party Logistics, including facilities for the packing and warehousing of sophisticated machinery and equipment for the region's manufacturing industries.

Headquartered in Singapore with operations in Malaysia, Vietnam and the People's Republic of China, Chasen serves global customers in industries such as wafer fabrication, TFT display production, chip testing and assembly, solar panel assembly, consumer electronics, telecommunications, ordnance, cultural relics, facilities maintenance, water treatment, marine and construction sectors.

Its diversified revenue base and long-standing customer relationship underlie its strong fundamentals, which enables the Group to weather fluctuating business cycles of various industries. Its business model and growth strategy are set to propel the Group in riding the opportunities available in the region and building on its recurring income base.

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**ISSUED BY CHASEN HOLDINGS LIMITED**

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