

**BREADTALK GROUP LIMITED**  
**Company Registration Number: 200302045G**

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**INVESTMENT IN OUT OF THE BOX PTE LTD**

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The Board of Directors of BreadTalk Group Limited (“Breadtalk”) wishes to announce that its wholly-owned subsidiary, Topwin Investment Holding Pte Ltd (“Topwin”) has subscribed for and been allotted 1,000,000 new ordinary shares (“Investment Shares”) representing one third of the enlarged issued and paid-up share capital of Out Of The Box Pte Ltd (“OOTB”) pursuant to an agreement (“Agreement”) entered into on 15 June 2007 between Tan Muey Hwa (“Founder”), Topwin and OOTB.

The total consideration for the Investment Shares is S\$1,200,000 (“Investment Sum”).

OOTB which was incorporated on 10 April 2004 and engaged in the business of marketing and wholesale distribution of carbonated and non-carbonated canned drinks under the “Anything” and “Whatever” trademarks, any related businesses incidental thereto, and any other business currently carried on by OOTB, shall, upon completion of the said subscription, become an associated company of Breadtalk.

The transaction is funded by internal resources and is not expected to have any material impact on the earnings per share and net tangible assets of Breadtalk and its group of companies for the financial year ending 31 December 2007.

The transaction does not constitute a discloseable transaction under the provisions of Rule 1010 of the Singapore Exchange Securities Trading Limited’s Listing Manual.

None of the Directors or controlling shareholders of Breadtalk has any interest, direct or indirect in the above transaction.

BY ORDER OF THE BOARD

Tan Cher Liang  
Company Secretary

Date: 2 July 2007