

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

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**ESTABLISHMENT OF JOINT VENTURE COMPANY IN MALAYSIA**  
**- APEX EXCELLENT SDN. BHD.**

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The Board of Directors of BreadTalk Group Limited (the "Company") wishes to announce that its wholly-owned subsidiary, Topwin Investment Holding Pte Ltd ("Topwin") has established a joint venture company, through the acquisition of Apex Excellent Sdn. Bhd. ("Apex") pursuant to a joint venture agreement ("JVA") with Galak Permata Sdn Bhd. (Galak").

Topwin and Galak have each acquired 1 ordinary share of RM1.00 each from the existing shareholders, representing the 100% of the entire shareholding in Apex, for a consideration of RM1.00 per share.

A further 999,998 new ordinary shares of RM1.00 each would be subscribed by and allotted to Topwin and Galak, pursuant to the JVA, in the following proportions:

Shareholder	Number of new shares issued	% of enlarged share capital
Topwin	499,999	50
Galak	499,999	50

The total consideration for Topwin's 500,000 shares would be RM 500,000.

Apex, which shall become an associated company of the Company, would be engaging in the business of operating a food emporium and such other business as the parties may from time to time agree to undertake.

This 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 the Company and the Group for the financial year ending 31 December 2007.

The investment 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 the Company has any interest, direct or indirect in the above transaction.

BY ORDER OF THE BOARD

Tan Cher Liang  
Company Secretary  
10 May 2007