

**GENERAL ANNOUNCEMENT::METRO HOLDINGS SETS UP BRAND MANAGEMENT COMPANY****Issuer & Securities****Issuer/ Manager**

METRO HOLDINGS LTD

**Securities**

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Metro Holdings Sets Up Brand Management Company

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**Submitted By (Co./ Ind. Name)**

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**Designation**

Company Secretary

**Description (Please provide a detailed description of the event in the box below)**

Please refer to the attached file.

**Attachments** [NR - MHL - Grand Brands Asia - Final.pdf](#)

Total size = 149K MB



## NEWS RELEASE

### **Metro Holdings Sets Up Brand Management Company**

#### ***Grand Brands Asia will introduce new international retail brands to Singapore***

**Singapore, 10 February 2026** – Mainboard-listed Metro Holdings Limited (“**Metro**” or the “**Group**”) (“美罗控股有限公司”), a property investment and development group backed by established retail operations, has entered into an agreement with EUT Solutions Pte Ltd, a wholesaler and retailer of international fashion brands.

The Group has set up Grand Brands Asia Pte Ltd, which will operate as a brand management company focused on international retail brands. Grand Brands Asia is a subsidiary of Metro Lifestyle Pte Ltd, a wholly-owned subsidiary of Metro Holdings Limited.

Grand Brands Asia will focus on curating and managing a portfolio of contemporary international retail brands as well as introducing new brand concepts to Singapore at the appropriate time.

Mr Yip Hoong Mun, Group Chief Executive Officer and Executive Director of Metro Holdings Limited, said, “Consumers today are increasingly looking for variety, quality and brands that reflect their lifestyles. Through Grand Brands Asia, we aim to expand access to international retail brands, giving consumers in Singapore more choices and exposure to global brand offerings.”

#### **About Metro Holdings Limited**

Metro Holdings Limited, a company listed on the Main Board of the SGX-ST since 1973, has a rich history that dates back to 1957 when it began as a humble textile store located at 72 High Street. Throughout its journey, Metro Holdings has evolved into a diversified property and retail group, with a global footprint in investments and operations.

Today, Metro Holdings is structured into two primary business segments: property investment and development, as well as retail. The company's strategic focus extends across pivotal markets, encompassing Singapore, China, Indonesia, the UK, and Australia.

### **Property Investment and Development**

The Group's property arm owns and manages prime retail and office properties in first-tier cities in China, including Shanghai and Guangzhou, along with emerging high-growth cities like Chengdu. Through strategic partnerships and collaborative ventures, Metro Holdings has broadened its property portfolio to encompass a diverse range of assets in Singapore, China, Indonesia, the UK, and Australia.

### **Retail**

Metro's retail division is dedicated to serving its valued customers through its two flagship Metro department stores in Singapore. The Metro shopping brand stands as an enduring and household name within the retail industry, offering an extensive range of high-quality merchandise to meet the diverse needs and preferences of its clients.

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