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Press Release

Koda to introduce new product ranges at International Furniture Fair Singapore 2008, geared to expand market share

Singapore, 8 March 2008: SGX-Mainboard-listed Koda Ltd (“Koda” or “the Group”), a home-grown original design manufacturer (“ODM”) and global exporter of home furniture for the mid to upper-end market segments worldwide, announced today that it is introducing new product ranges at the International Furniture Fair Singapore 2008 geared towards expanding its share in existing markets as well as penetrating new ones.

The international trade show which will be held at Singapore Expo Hall from 9 March to 12 March 2008, is a premier fully furniture focused exhibition that brings regional furniture manufacturers like Koda together with potential furniture buyers from all over the world including with the emerging demand from fast-growing economies like the Middle East and China.

Koda participates in several international trade shows such as this one and successfully leverages on them as an effective marketing tool to showcase the Group’s latest designs and extensive ranges of products to both existing and potential new buyers.

“The aesthetic look and feel of new ranges that we are launching at the Singapore furniture show is designed towards the unique trends and fast-changing lifestyle habits of end consumers in diverse markets. Our new designs specifically embrace the inspiration of contemporary-sleek of simple minimalist; the floral-literal influence of fashion designers and retro-style reminiscent of the past with a twist of modern. These products are the creativity and the hard work of our research and development team,” said Mr. James Koh, deputy Chairman and Managing Director of Koda.

Among the new product launches, of particular significance is the introduction of an environmentally conscious range of products called the Hiro collection. The Hiro collection differentiates itself by using materials both in manufacturing and packaging that have a minimal impact on the environment.

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The main material used in manufacturing the Hiro collection is bamboo, a hollow grass which reaches maturity in six years compared to trees which take 20 years. Hence its supply is easier to replenish. The boards used have been specifically treated to reduce the content of carcinogenic formaldehyde, adhering to the European E1 standard. The products are coated with a water-base finishing which curtails toxic emissions into the environment. Furthermore, the packaging for the products is also recyclable.

"The Hiro collection addresses environmental concerns which have moved far beyond the traditional greenhouse impact to gain more prominence in every aspect of living particularly in the 'environmentally conscious' markets" added Mr. Koh.

Similarly, the Group's other new ranges which are designed towards key consumer lifestyle statements especially in newly prosperous markets include a modern-classic dining set called the Swanson collection. Imbibing a black high gloss contemporary finish, the products are also embellished with "CRYSTALLIZED (TM) - Swarovski Elements" which simultaneously imparts a classic touch to the collection.

In addition to exploring new growth opportunities, the Group also looks forward to continuing to develop sales in existing markets in the US and Europe. With this in mind, the Group will also be showcasing a range of modern products which uses walnut timber and walnut veneers, an upcoming trend in the US and Europe.

"Koda has always been a design centric manufacturer as we believe that we must produce furniture that addresses a lifestyle and not just a need. Hence extensive research and development and significant market research are required in every product that we design and manufacture. To capitalise on the first-mover advantage, all these must be done in real-time to catch the trends for better marketing profile and higher commercial margins," continued Mr. Koh.

"Another prong of our design centric strategy is participation in major international trade shows such as this where we are able to interact with other industry players from the region and beyond. This is important to understand overall industry trends and also helps to address our customer requirements better," concluded Mr. Koh.

Koda has been participating in the International Furniture Fair Singapore since the event commenced in 1981. In January 2008, Koda participated at the Cologne Furniture Show in Germany and secured aggregate orders worth US\$1.5 million, about 50% over that of last year. Orders were mainly secured from UK/Europe and the upcoming Middle East markets.

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Issued on behalf of the Company by WeR1 Consultants Pte Ltd

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About Koda Ltd

Established in Singapore and founded in 1972, Koda is backed by a management with combined experience of close to a century and recognised as a leading Original Design Manufacturer ("ODM") to the world. Koda is a strong contender for home furniture export and could possibly be the largest dining room furniture exporter in South-East Asia. Koda's range of design-intensive products exudes individuality, sophistication and elegance

Koda is well-known for its design strength – leading to appreciation from upscale customers worldwide for its aesthetical and functional pieces. With proven market experience, strong product development and significant in-house design expertise, Koda has been able to offer more than 300 product models, secure orders from more than 250 customers and sell to more than 50 countries. Consistent business strategies and focused growth initiatives differentiates Koda from others.

Koda has been emphasising on cost-effective expansion and the enlarged production in Vietnam and sourcing facilities in China enhance its cost competitiveness. Together with its existing manufacturing base in Malaysia, Koda has a total 12 purpose-built factory buildings.