



FOR IMMEDIATE RELEASE

New brand/logo for XMH

- **XMH is rebranding to forge a stronger and clearer brand identity**
- **The rebranding is implemented gradually across the Group and the exercise will be completed by July 2013**

Singapore, 28 May 2013 – XMH Holdings Ltd., (“XMH”, “新明华控股” or the “Group”), a diesel engine, propulsion and power generating solution provider in the marine and industrial sectors, is pleased to announce that the Group has embarked on a rebranding exercise with the help of an external brand consulting company and is currently in the process of implementing the rejuvenated brand and logo. The Group is expecting the completion of the entire rebranding process by end of July 2013.

The rebranding consists of a refreshed logo for the Group and its subsidiaries. With this renewed logo and rejuvenated corporate identity, the Group aims to have a better bonding with its clients and also the Group’s employees can relate more to XMH.

Sharing his thoughts on XMH’s rebranding, Mr. Elvin Tan Tin Yeow, Chairman and CEO of XMH, commented,

“Xin Ming Hua’ or ‘XMH’ name has gained brand value over the years in Singapore, Indonesia and the region. Since many years, XMH has become synonymous with a brand that provides quality engine, propulsion and power generation solutions to the marine industry in the region. For further growth of our business, a strong and unified brand across the divisions is crucial.”

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Website: www.xmh.com.sg
CO. REG. NO.: 201010562M



The fresh new logo with new colours that XMH is gradually implementing across all collaterals and across its businesses is highlighted below:



Aside from the logo, the Group's emails, website and phone numbers remain the same.

--- The End ---

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ABOUT XMH HOLDINGS LTD (Bloomberg Ticker: XMH SP)

XMH Holdings Ltd is a diesel engine, propulsion and power generating solutions provider in the marine and industrial sectors. The Group's business activities may be broadly categorised into the following: (i) distribution and provision of value-added products and services; and (ii) after-sales services, trading and others.

The Group's marine products are marketed to shipyards, vessel owners and dealers whilst its industrial products are distributed to hotel proprietors, building owners and main contractors for a wide range of applications. The Group has been granted distributorship, agency or dealership rights from reputable brands such as Mitsubishi ,Akasaka and Kamome (Japan), Hyundai, D-I and Doosan (South Korea), SOLÉ, Korsør, Reintjes, CENTA (Europe), GDF (PRC China) and Mentrade (Singapore) to distribute and sell a large variety of products which include marine and industrial engines, power generating sets and related components.

The Group also leverages on its technical know-how and wide product range of marine and industrial diesel engines, power generating sets, genuine spare parts and related components to provide value-added products and solutions which include "e-Gen", its in-house range of power generating sets and "XMH IPS", a one-stop integrated solution to vessel owners requiring diesel engine (or electricity) driven propeller-based propulsion systems to power its vessels.

For more information please visit www.xmh.com.sg

Issued for and on behalf of XMH Holdings Ltd.

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