



## PRESS RELEASE

### **Deluge attracts investment from Heliconia and aims to expand overseas footprint**

- Partnership with Heliconia lends support to Deluge's growth initiatives
- New contract secured for Sengkang General and Community Hospitals further strengthens Deluge's track record in the healthcare sector

**Singapore, 10 February 2015** – Deluge Corporation Pte Ltd ("Deluge" or the "Company"), parent company to Singapore's leading fire protection solutions providers, has received an investment from Heliconia Capital Management ("Heliconia"), a wholly-owned subsidiary of Singapore investment company Temasek.

This investment will allow Deluge to scale up its sales and marketing efforts regionally to grow its overseas revenue base. In the next three to five years, the Company aims to double revenue contribution from overseas operations.

Vincent Cheo, Managing Director of Deluge said, "The investment from Heliconia is a strong endorsement of our business proposition and track record. This marks a significant milestone in our history and will play a crucial role in the future growth of the Company. As we venture into new markets, we will be able to leverage on Heliconia's international experience and network, which will help to shorten our learning curve and accelerate our growth."

Derek Lau, CEO of Heliconia said, "Vincent has done very well in building the Deluge brand by focusing on technology, design, and performance delivery for customers. The challenge is in scaling up the operation in a much bigger way to capitalise on the regional urbanisation and infrastructure development trends. The result so far has been encouraging. By working with Vincent and his team, Heliconia hopes to be a value adding 'enabler' to the business. Whenever possible, we would like to help create business synergy by collaborating with our other portfolio companies."

Deluge has strong expertise and specialised capability in providing customisable design and engineering solutions revolving around fire protection systems for a wide spectrum of clients from residential, commercial, industrial, aviation, tunnel and process industries, as well as power plant, petrochemical, and offshore and marine sectors, among others. Its strong track record both locally and regionally has cemented its position as a market leader and one of the most preferred specialists in the fire protection industry.

In Singapore, Deluge is the only locally- and privately-owned specialist contractor in the fire protection industry to have attained the L6 grading by the Building and Construction Authority ("BCA"). This accreditation allows it to tender for all public works projects with unlimited tendering limits. The Company is also recognised as the first in the industry to adopt the production line pre-fabrication construction method, which it has implemented since 1996.

#### **Pipeline of local projects remains strong**

More recently, Deluge was awarded a new contract valued at over S\$20 million to supply and construct fire protection systems for the upcoming Sengkang General and Community Hospitals, an integrated hospital development with 1,400 beds slated for completion in 2018.

Historically, healthcare facilities have accounted for a significant portion of Deluge's revenue. With this contract, the Company's list of healthcare project wins is further extended. Other major healthcare clients include Gleneagles Hospital, Ng Teng Fong Hospital, Novena Medical Centre, Singapore General Hospital Pathology, and Changi General Hospital's new Integrated Building. *(Note: Please refer to the appendix for a list of selected projects undertaken by the Company.)*



## **Overseas markets will be next engine of growth**

As Deluge continues to secure several important projects in Singapore, it has set its sights on overseas markets as the Company's next engine of growth. The Company recently completed two major contracts in Iskandar, Johor, Malaysia and Mong Duong, Hanoi, Vietnam; and will continue to pursue new contracts in these two markets, as well as other countries where the Company operates.

Mr Cheo said, "As we continue to enlarge our regional footprint, we will be able to further tap into new market opportunities and enhance service offerings to our existing clients. In view of regional urbanisation trends, our good standing as a Singapore company with high standards and strict compliance to stringent regulations, expertise in fire protection engineering, as well as relevant technical competencies, will be valued by clients who seek the best protection for their assets. We believe we have a scalable business that can be effectively replicated overseas, further accelerating our growth."

Over the years, Deluge has set up offices in Malaysia, Myanmar, Thailand and Vietnam. In 2008, it invested in a factory in the Iskandar region in Johor, Malaysia to undertake pre-fabricated factory production of pipes for its projects. This method allows for stricter quality control of output, as well as improves operating efficiencies and enhances constructability, thereby enabling the Company to better manage project timelines and meet deadlines. It also reduces the Company's reliance on skilled workers, which translates to lower manpower requirements and construction costs.

With the new funds and support from Heliconia, Deluge will intensify its efforts in broadening and deepening its presence in new and existing markets. The Company is currently expanding into Indonesia and Philippines.

"Our business relies on referrals and contacts. Currently, most of our overseas projects are secured through referrals from established EPC contractors and satisfied customers. In addition, we have a Business Development Division team that cultivates and maintains relationships with overseas partners and potential customers. Moving forward, we will also participate in tradeshow and events to keep ourselves updated and meet with others from the industry," added Mr Cheo.

Deluge is also engaging IE Singapore for advice and support under the Global Company Partnership ("GCP") and other programmes, which aim to provide relevant assistance to local companies in the areas of building internal capabilities, manpower development, market access, and financial support.

Over the longer term, Deluge will look out for opportunities in other markets within, and even beyond, Southeast Asia to provide cost-efficient, high-quality fire protection engineering solutions.

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## **About Deluge Corporation Pte Ltd**

Established in 1983, Deluge is Singapore's leading specialist contractor and provider of fire protection solutions. With an annual revenue of more than S\$100 million for the fiscal year ended 31 March 2014, Deluge is the only privately-owned L6 graded specialist contractor in the fire protection industry that is pre-qualified by the Building and Construction Authority ("BCA") to tender for all public works projects with unlimited tendering limits.

Being the first company to implement the production line pre-fabrication construction method for fire protection sprinkler and piping systems, Deluge is recognised for its cost effective and reliable end-to-end solutions. As a testament to its operational efficiency, reliability, commitment to high standards of delivery and best practices, Deluge is the proud recipient of numerous awards and accolades, including the BCA Construction Productivity Gold Award under the "Best Practices and Innovation" category in 2011 and the Enterprise 50 Awards for three consecutive years (2012 – 2014).

For more information on Deluge, please visit [www.deluge.com.sg](http://www.deluge.com.sg).



### **About Heliconia Capital Management**

Heliconia Capital Management Pte Ltd is an investment firm and a wholly-owned subsidiary of Singapore investment company Temasek. The firm provides growth capital for Singapore's leading small and medium sized enterprises, helping them become globally competitive companies.

For more information about Heliconia, please visit [www.heliconiacapital.com](http://www.heliconiacapital.com).

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## **Appendix: List of Recent Projects**

### SINGAPORE

- Liquefied Natural Gas (LNG) Terminal on Jurong Island
- Sengkang General and Community Hospitals
- Ng Teng Fong Hospital
- LTA Downtown Line Stages 1 and 3
- Gems World Academy
- South Beach Mixed-Use Development

### REGIONAL

- Biocon Project, Malaysia
- Parliament House, Thailand
- Mong Duong II Coal Fired Power Plant, Vietnam
- Sedona Hotel Extension, Myanmar