

t i m b r e | g r o u p

lifestyle | restaurant | bar | music | academy

www.timbregroup.asia

About Timbre Group

Timbre Group is a holding company with a diversified portfolio of a holistic and synergistic range of music, lifestyle, entertainment and education brands. Timbre Group's objective is to create fresh and cutting edge ideas, always with substance, passion and integrity. What the Group does can be best described with the **Timbre Group Eco-System** which showcases its portfolio of music and lifestyle brands and business.

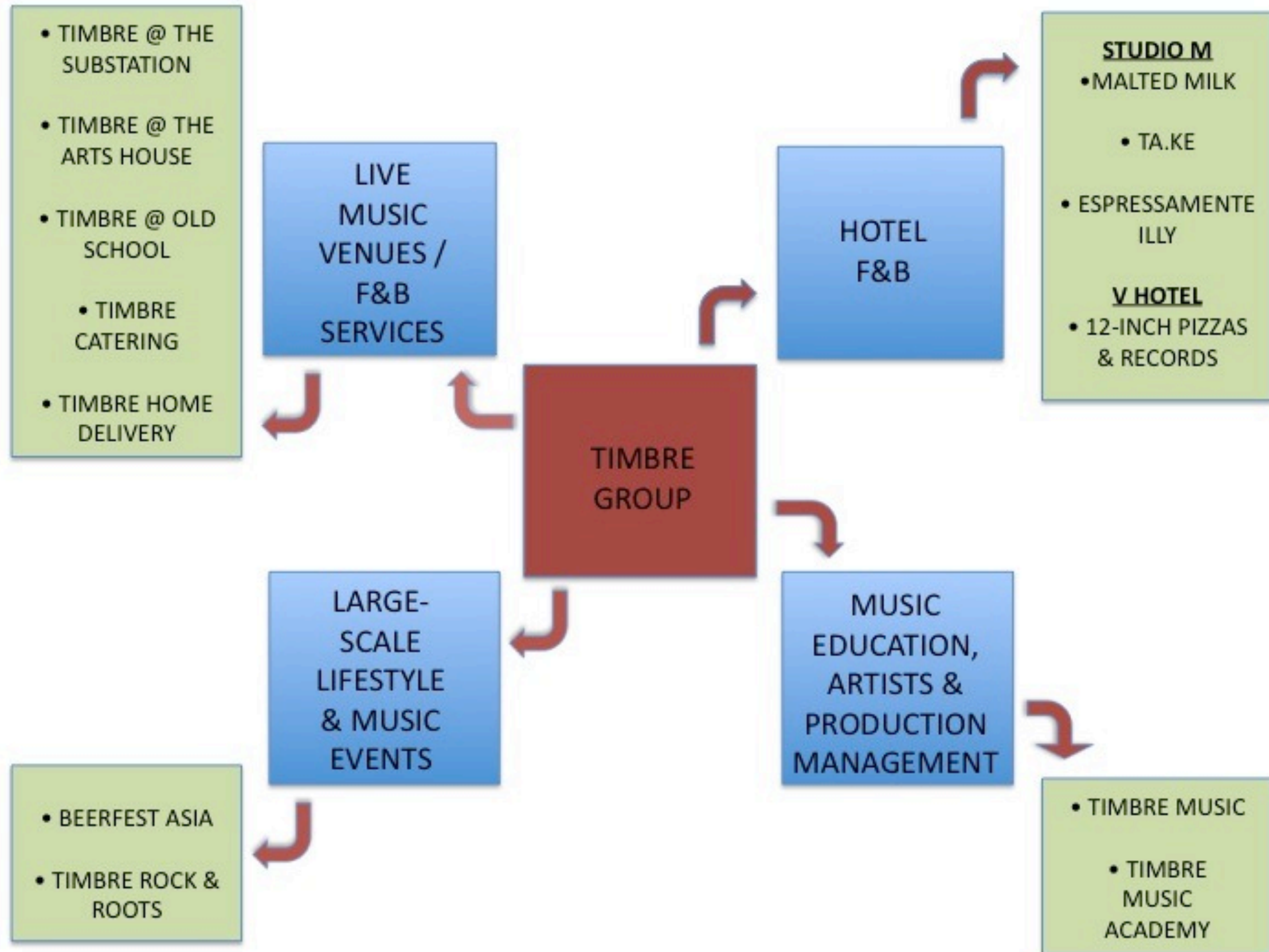
Live Music Bars and Food & Beverage Services- Timbre @ The Substation • Timbre @ The Arts House • Timbre @ Old School • Timbre Catering • Timbre Home Delivery

Hotel Food & Beverage - Studio M: ta.ke • Malted Milk • espressamente illy • V Hotel: 12-inch Pizzas & Records

Music Education, Artists and Production Management - Timbre Music • Timbre Music Academy

Large Scale Music & Lifestyle Events - Timbre Rock & Roots • Beerfest Asia

Timbre Group Eco-system



Timbre Group Milestones

2005

Timbre Group started with the first live music venue, **Timbre @ The Substation** by its two founders, **Edward Chia** and **Danny Loong**. They were both united and passionate about supporting Singaporean musicians, and wanted to help raise the profile of the Singapore music scene via a new and fresh platform. Through a relatively short time, they managed to build up a gradually increasing crowd through its many music events and attracting a wide demographic of music loving audiences.

2007

The positive response to the Timbre live music venue concept eventually led to the opening of its second live music venue, **Timbre @ The Arts House** at the illustrious Old Parliament House. Its organic growth spurred further subsidiaries - **Timbre Catering**, the group's catering and functions arm and **Timbre Music**, the artists, production and concerts promotion and management arm.

Timbre Group Milestones

2009

The group did not rest on its laurels and soon after that **Timbre @ Old School** opened, situated in yet another historic artistic venue at Mount Sophia. The company further diversified the company's portfolio and organised the lifestyle event, **Beerfest Asia**. Now in its third year, Beerfest Asia 2011 attracted close to 30,000 people.

2010

It was a huge year for the group as it continues to expand with **Timbre Rock & Roots**, the largest scale music festival ever put up by the Group. To date, the two-year old festival has featured quality musicians and Grammy award winning artistes and bands the likes of **Bob Dylan, John Legend, Imogen Heap, Michael Franti, Gypsy Kings, Buddy Guy, Orquesta Buena Vista Social Club, The Fray** and more.

Timbre Group Milestones

Timbre Music Academy (TMA) - In a move to further enforce the Timbre Group Eco-System, TMA was founded to cater to Singaporean's growing demand for music education. Its offerings include more than just theoretical lessons to prepare students for live performance opportunities. With 3 live music venues, TMA continues to be the only music school which offers regular performing opportunities for their students.

Studio M Hotel outlets - Timbre Group collaborated with the Millennium Copthorne for all three F & B outlets located at the new Studio M hotel. 3 new dining concepts joined the fold – **Malted Milk**, **ta.ke** and **espressamente illy**. The group also took charge of the Studio M's in-room and breakfast dining services.

Timbre Group Milestones

2011

Approached by the management of V Hotel, Timbre Group has also extended similar F&B services to the guests of the new 4-star hotel, V Hotel. A brand new pizzeria, **12-inch Pizzas & Records** is set to officially launch by early September 2011 at the V Hotel.

Both founders continuously look out for new challenges, creating innovative and fresh ideas for the future, but never losing sight of the passion to inspire change and create new perspectives, that passion that started them on their journey in the first place.

Timbre Group Milestones

Tourism Entrepreneur of The Year (2010)

Edward Chia and Danny Loong were honoured as joint winners of the Tourism Entrepreneur of The Year awarded by STB (Singapore Tourism Board) for their outstanding contributions to the music nightlife and lifestyle events scene.

Both Edward and Danny also served as members for the **Arts & Culture Strategic Review (ACSR) committee** under Ministry of Information, Communication and The Arts.

Edward Chia

Co-Founder & Chief Executive Officer

Edward has been an active youth and arts activist and event organiser for the past five years and is the founder and chairman of the youth organisation, Arts for Us All (AFUA). AFUA, is a registered non-for-profit organisation, primarily seeks to promote active involvement and awareness of the Arts to a target group – Singaporean youths.



Edward Chia was appointed to be a council member of the National Youth Council (NYC) in 2005 by Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports. In 2007, Edward was appointed to be a member of its Government Parliamentary Committee (GPC) Resource Panel (MCYS) by its Chairman, Member-of-Parliament Sin Boon Ann for Tampines GRC. As part of NYC's Youth Delegation team, Edward also represented Singapore at the ASEAN +3 YOUTH Forum held in Beijing and Inner Mongolia three years ago.

Timbre Group was started as he embarked on his undergraduate studies at the National University of Singapore. Two years later, he became the Managing Director of Timbre Group. Edward graduated with a Bachelor of the Arts in Economics and Political Science.

Danny Loong

Co-Founder & Chief Creative Director

Danny was bandleader founder of one of Singapore's most traveled, and widely regarded by the media and critics as one of the best bands in Asia, Ublues, and as a musician he has performed in Malaysia, Australia, Barcelona Spain and Ublues received critical acclaim in USA reaching the semi-final at the "International Blues Challenge" in Memphis USA in 2003. He then formed other bands such as Blues Train and Raw Earth and as a musician, he has shared the same billing with James Brown, Bob Dylan, John Legend and many others at the East Coast Blues & Roots Festival at Byron Bay Australia. UBlues was also the first Asian band to be invited to perform in the festival's 20 years history and have since returned to perform at their 20th anniversary celebrations in 2009.



Danny has been invited to be a judge at the Noise Singapore 2010 (Music Category) and a critic/mentor for Noise Youth Olympic Game's Incubation Programme. Danny also manages and mentors a few bands such as the popular Goodfellas and aims to provide more performance opportunities for Singapore musicians. This stems from Danny's passion for the Singapore music scene.

Danny graduated with Bachelor of Arts (Media Studies) with Honours.

Accolades & Community Involvement

- Tourism Entrepreneurs of the Year (Danny Loong and Edward Chia) at the Singapore Experience Awards 2010.
- The Straits Times Entertainment Power List 2010 (Danny Loong and Edward Chia - Fourth position)
- The Straits Times Entertainment Power List 2009 (Danny Loong and Edward Chia - Eighth position)
- Both are also members of the Arts & Culture Strategic Review (ACSR) committee.

Live Music Bars & Restaurants

Timbre Live Music Bars & Restaurants

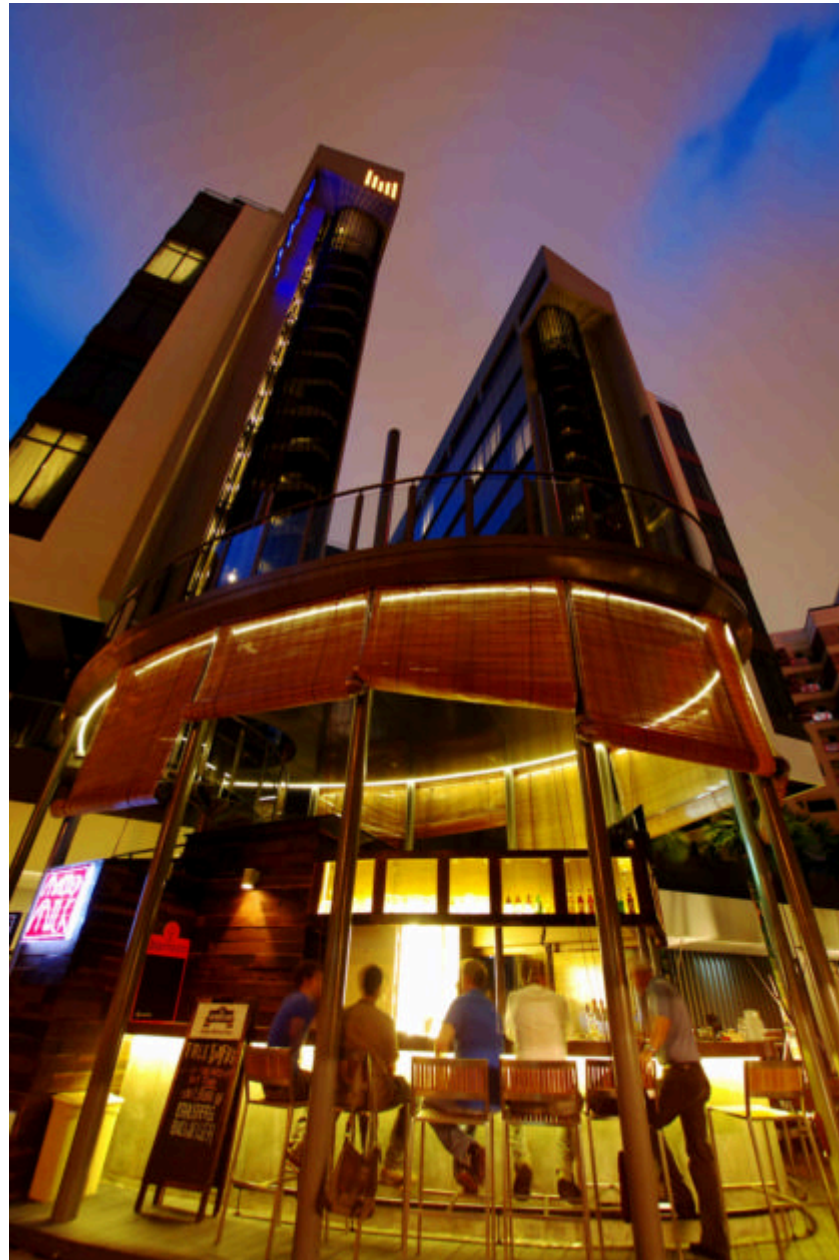


Clockwise from top:
**Timbre @ The
Substation, Timbre
@ Old School and
Timbre @ The Arts
House**

Over 3,300 customers visit Timbre live music bars weekly.

Hotel Food & Beverage Concepts

Hotel Outlets



Malted Milk
beer garden
featuring close to
60 varieties of
beers from all
over the globe

**espressamente
illy**
the only
franchised illy
cafe in
Singapore



Hotel Food & Beverage Concepts

Hotel Outlets

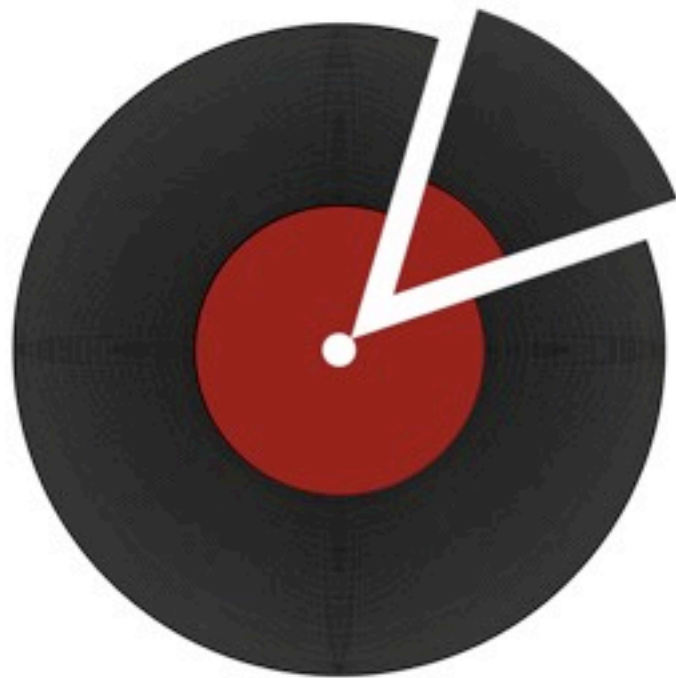


ta.ke
premium
cocktail bar
with a
French-
Japanese
fusion menu

As part of our F & B management services at Studio M Hotel, the group also extends daily breakfast services to hotel guests staying in its 200 rooms and in-room dining service.

Hotel Food & Beverage Concepts

Hotel Outlets



12-inch
PIZZAS & RECORDS

12-inch Pizzas & Records

pizzeria featuring Timbre's widest range of oven-baked 12 inches wide pizzas, complemented by eclectic interiors with the feel and groove of classic 12-inch records.

As part of our F & B management services at V Hotel, the group also extends daily breakfast services to hotel guests staying in its 888 rooms and in-room dining service.

Large Scale Music & Lifestyle Events

Timbre Rock & Roots



An annual two-evening music festival featuring world-class musicians, GRAMMY Award winners and nominees held at the Marina Promenade.

Large Scale Music & Lifestyle Events

Beerfest Asia



An annual beer exhibition and lifestyle event offering 300 different types of beers from around the globe, beer auctions and workshops, hard rocking stage performances and more.

Timbre Music Events

Onsite Events



Clockwise from top left: Roktober!, Timbre Concert Series: Emma Pask, Milestones, Sun Festival and Timbre Concert Series: Roland Tchakounte

Artists & Production Management



Goodfellas

Raw Earth



Timbre Music Academy All-Stars



Music Education

Timbre Music Academy



The only music school with
3 performing stages

**Prepared by
Timbre Group Pte Ltd**

**11 A Mount Sophia #02-05A
Singapore 228465
+65 6338 8277 (tel)
+65 6338 8077 (fax)**

www.timbregroup.asia