

PRESS RELEASE

Soo Kee Group Hosts Inaugural Diamond Industry Leaders Conference 2015 And Signs Exclusive Distributorship With ALLOVE

- *Conference will help foster stronger relationships and closer collaborations amongst industry partners to promote and enhance the global jewellery and diamond industry's future performance and growth*
- *Signing an exclusive distributorship for ALLOVE under our SK Jewellery brand to expand our product portfolio to meet the changing demands of consumers*
- *Continue to develop the distinctive strengths of our brands and grow our business through new product lines and building relationships with industry partners*

Singapore, 10 December 2015 – Soo Kee Group Ltd. (“Soo Kee Group” or the “Company” and, together with its subsidiaries, the “Group”), (“树记珠宝集团”), a leading and established trendsetting jeweller, announced today that it will be hosting the inaugural Diamond Industry Leaders Conference 2015 and SKJ Group Pte. Ltd., a wholly owned subsidiary of the Company, will be signing an exclusive distributorship with All Love Diamond Limited (“ALLOVE”) for the ALLOVE brand of diamonds under its SK Jewellery brand for distribution in Singapore and Malaysia.

The inaugural Diamond Industry Leaders Conference 2015, hosted by Soo Kee Group, represents a rare opportunity for trade leaders and experts across the entire supply chain around the world from diamond sourcing, certification, trading, manufacturing to retailing to share their insights and expertise and to network amongst themselves.

The Conference comprises industry-leading keynote and luminary sessions, discussion panels and promotes excellent networking opportunities as representatives from HRD Antwerp (international diamond certification body), Shanghai Diamond Exchange, GemEx Systems, Inc. (diamond brilliance, fire and sparkle certification body) share their insights and experience on the cutting-edge innovations, trends and transformations in the diamond jewellery industry. Mr Reuben Khafi, President of Diamond Exchange Singapore, is the event's Guest of Honour.

One of the most innovative diamond brands in the world, ALLOVE is committed to raising the brand to international status through innovation. Collaborating with SK Jewellery, which is at the forefront of the regional jewellery industry, provides ALLOVE with a strategic regional base to launch the ground-breaking diamond, and in turn, extend its global reach and status. The ALLOVE diamond boldly pushes the boundaries in diamond-cutting techniques with an all-new 81-facet cut, which is specifically created to maximize light performance.

Mr. Daniel Lim (“林雍胜”), Executive Director and CEO, commented on the future plans of Soo Kee Group, “*We are privileged to host the inaugural Diamond Industry Leaders Conference 2015, a meeting of minds among luminaries and experts from the global diamond industry where they can share their insights and network with one another at the Conference. We hope that this will be the first of many future conferences in the coming years, and serve as a platform to foster stronger relationships and closer collaborations to*

promote and enhance the global jewellery and diamond industry's future performance and growth.

At Soo Kee Group, we are committed to securing the world's finest diamonds for our customers. The signing of the exclusive distributorship between ALLOVE and SKJ Group Pte. Ltd. represents another milestone for us, as we seek to widen our product line-up to meet the changing demands of consumers. We firmly believe that our constant commitment towards launching new products into the market will help us to continue garnering strong support and loyalty from our customers. Looking ahead, we will intensify our efforts to further develop the distinctive strengths of our brands and grow our business."

###

About Soo Kee Group Ltd.

Headquartered in Singapore, Soo Kee Group Ltd. ("Soo Kee Group" or the "Company" and, together with its subsidiaries, the "Group") was founded in 1991 and has an established presence of over 20 years in Singapore and over a decade in Malaysia. It has one of the largest networks of over 60 retail stores in both countries, strategically situated in prime shopping malls.

As a leading and established jeweller, Soo Kee Group offers a wide range of jewellery products and mementoes through its *Soo Kee Jewellery*, *SK Jewellery* and *Love & Co.* brands to cater to a diverse range of consumer tastes and preferences, occasions, and demographics. Each brand has a unique identity, with distinctive branding, marketing efforts and product offerings.

Soo Kee Jewellery offers upmarket, exquisite luxury jewellery pieces designed for confident, contemporary women with refined and discerning tastes. Its collections predominantly feature premium diamonds complemented by gold or platinum settings, and contemporary jewellery featuring precious gemstones and pearls. It is the exclusive distributor in Singapore and Malaysia for the distinctive *Brilliant Rose* brand of diamonds produced by an international diamond manufacturer.

SK Jewellery offers an extensive range of fashionable jewellery and mementoes for a wider demographic. This includes *SK Jewellery's* signature *True Love* premium diamonds set in proprietary designs and the innovative *Dancing Star* and *Star Carat* collections as well as the *SK 999 Pure Gold* collection, featuring bridal jewellery, sculpted art pieces, commemorative gold bars and coins.

Love & Co. specialises in bespoke bridal jewellery, notably, made-to-order engagement rings and wedding bands such as the signature *LVC Lovemark* and *LVC Promise* collections. Through customisable design elements and personalisation services, *Love & Co.* seeks to establish personal connections with customers.

ISSUED ON BEHALF OF : Soo Kee Group Ltd.

BY : Financial PR Pte Ltd
4 Robinson Road #04-01
The House of Eden
Singapore 048543

CONTACT : Mr Ngo Yit Sung / Mr James Bywater /
Mr Mark Lin / Ms Yong Jing Wen

OFFICE : (65) 6438 2990

EMAIL : yitsung@financialpr.com.sg /
james@financialpr.com.sg /
marklin@financialpr.com.sg /
jingwen@financialpr.com.sg

This press release ("Press Release") has been prepared by Soo Kee Group Ltd. (the "Company") and its contents have been reviewed by the Company's sponsor, United Overseas Bank Limited (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this Press Release.

This Press Release has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this Press Release, including the correctness of any of the statements or opinions made or reports contained in this Press Release.

The contact persons for the Sponsor are Mr Khong Choun Mun, Managing Director, Equity Capital Markets and Mr David Tham, Senior Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, Telephone: +65 6533 9898.