TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

TeleChoice Augments Consumer Business Group with Wearable Health Tech

- ***Consumer Business Group expands portfolio beyond mobile handsets and related accessories to health & wellness and other lifestyle products***

- ***Leverages on the growing demand for smart lifestyle devices and applications fuelled by consumer-driven innovation and evolving needs***

Singapore, 23 July 2021 – SGX mainboard-listed TeleChoice International Limited ("TeleChoice" or the "Group"), a regional diversified provider and enabler of innovative info-communications products and services, announced that its Consumer Business Group, has diversified its business portfolio by expanding its product range beyond mobile devices and related accessories to health tech wearables and other lifestyle products.

Under its Personal Communications Solutions Services ("PCS") division, the Consumer Business Group will distribute and retail clean air solutions *Quair's Plasma Mini** wearable air purifier, and *Apeman's*** range *of* action and dash cameras in Singapore and Malaysia. It has also partnered with Neeuro Pte Ltd ("Neeuro"), a digital brain health and education technology company to market their neurological agility and fitness solutions *SenzeBand* and *Memorie App** in Singapore.

With its expertise in distribution, fulfilment and retail managed services, PCS will ensure these leading-edge products reach their target audience through its extensive omni channel retail network including brick and mortar electronics and gadget shops as well as online e-commerce sales channels including as its own branded eplanetworld store and established popular shopping platforms such as Lazada and Shopee.

Mr Vincent Lim, President and CEO of TeleChoice, “We are excited to bring to our customers products which are at the forefront of health and wellness innovation. With the ongoing health crisis caused by the COVID-19 pandemic, the importance of taking care of our well-being has never been more critical. Preventive healthcare and personal wellness, which was experiencing growth even before the pandemic, has even brighter prospects now. The wellness industry

which is worth US$4.5 trillion[1] is anticipated to continue to experience an uptick as people adapt to the new norms of behaviour. It is an opportune time for our Consumer Business Group to expand its product portfolio beyond traditional tech wearables and accessories to include these game-changing wellness and lifestyle products.”

Said Ms Pauline Wong, Senior Vice-President, PCS Division, “We are working closely with our new brand partners to successfully market and distribute their products. Their products complement our existing product lines which appeal to consumers who are technologically savvy, and who look to trusted brands for their needs. We are confident that with the impeccable brand credentials of *Quair*, *Apeman* and *Neeuro*, and leveraging on our wide distribution network in the business-to-consumer and business-to-business space, we can successfully increase traction for their products in the market.”

*Clean Air and Brain Health Solutions within Reach of Every Consumer

Quair Plasma Mini is the first portable and wearable air purifier which uses bipolar ionisation technology. It is an air purification method that converts oxygen and water molecules into positive and negative ions that seek out harmful contaminants and neutralises them. Current air purifiers in the market only release negative ions which attach to airborne contaminants and bring them to the ground without destroying them. These contaminants can be blown back into the air if there are changes to the air current. While lightweight at only 85g, the Plasma Mini can last up to 10 hours on a single charge and provides a clean breathing environment for up to a radius of 30cm. For more information:
https://www.instagram.com/quair_sg/
https://www.facebook.com/sg.quair/
https://eplanetworld.com/

Neeuro SenzeBand is an award winning non-evasive EEG (electroencephalogram) headband that safely measures brain signals and tracks attention, focus, mental workload, and relaxation levels without any current or electromagnetic waves being sent into the brain. Used in conjunction with the ***Memorie App****,* that trains attention, memory, decision-making, spatial ability, and cognitive flexibility through mind-stimulating games, the SenzeBand is the first commercial brain training solution that allows real time and accurate brain fitness tracking. Suitable for all ages, including children as young as 5 years, and CE, FCC and RoHS-certified, the *SenzeBand* and *Memorie App* makes it easier and more enjoyable to train our brains and measure improvement in cognitive ability. For more information:
https://www.neeuro.com/senzeband/
https://eplanetworld.com/

[1] Global Wellness Institute, “Wellness Industry Statistics and Facts.” https://globalwellnessinstitute.org/press-room/statistics-and-facts/

**Best-in-Class Range of Lifestyle Cameras to Capture and Share Every Exciting Adventure and Precious Memories

Apeman offers best-in-class action and dash cameras with leading-edge technology. Its mission is to help people record the most amazing adventures of their lives and share them with the world. Popular with sports, adventure and travel enthusiasts on the back of growing content sharing trend on social networking websites, it was garnered thousands of glowing user reviews and is easily one of the most popular cameras in its genre in the market. For more information:
https://www.instagram.com/apeman_official/?hl=en
https://www.apemanasia.com
https://eplanetworld.com/

This release may contain forward-looking statements that involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from other companies and venues for the sale/distribution of goods and services, shifts in customer demands, customers and partners, changes in operating expenses, including employee wages, benefits and training, and governmental and public policy changes. You are cautioned not to place undue reliance on these forward-looking statements which are based on current view of management on future events.

About TeleChoice International Limited (Co. Reg. No. 199802072R)

TeleChoice International Limited ("TeleChoice") is a regional diversified provider and enabler of innovative info-communications products and services. It is a portfolio company of ST Telemedia, a strategic investor in communications and media, data centres and infrastructure technology businesses, across Asia, the US and Europe.

Incorporated in Singapore on 28 April 1998 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited on 25 June 2004, TeleChoice offers a comprehensive suite of info-communications services and solutions for the Consumer and Enterprise Groups under three business divisions.

For more information, please visit our website at www.telechoice.com.sg

Issued by 29 Communications LLP for and on behalf of TeleChoice International Limited

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