



**Trek 2000 International Ltd**  
(Registration Number 199905744N)  
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Singapore 508769

**FOR IMMEDIATE RELEASE**

## **Trek clinches second contract with Rely/Mattel China worth US\$50.0 million to supply Wi-Fi memory modules for smart devices**

- **Doubles previous contract size of US\$25.0 million due to strong demand and extension of interactive product offerings**
- **Versatility of Wi-Fi proprietary memory modules present product diversification potential among consumer electronics, in line with industry's focus on smart solutions initiative**
- **Maintains growth momentum from FY2014 with contract expected to have a positive financial impact for FY2015**

**SINGAPORE – April 6, 2015** - Trek 2000 International Ltd. (Trek), inventor and patent owner of the ThumbDrive™ and FluCard®, board director of SD Card Association<sup>1</sup> and co-chairman of iSDIO forum, today announced that Trek has secured a US\$50.0 million contract with Rely/Mattel to supply proprietary Wi-Fi memory modules for smart devices.

The contract size doubles the previous agreement announced on 21 July 2014 where Trek supplied Wi-Fi memory modules for Rely/Mattel China's children educational interactive devices. Apart from supporting a stronger demand for the educational interactive devices, this new contract also extends supplies of the Wi-Fi memory modules to another line of interactive toys.

*"We are excited about clinching this second contract as we continue to win recognition for our technological capabilities from global partners such as Rely/Mattel. It is a strong testament of our proprietary FluCard®'s versatility as we leverage on its Wi-Fi competencies to explore further product diversification opportunities. This positions us strategically to capture the fast-growing consumer electronics market, expected to reach US\$321.8 billion by 2018<sup>2</sup>.*

*As we maintain our growth momentum from FY2014, particularly in our mainstay **Interactive Consumer Solutions** business division, this contract is expected to have a positive financial impact for FY2015."*

**- Mr Henn Tan, Executive Chairman and CEO of Trek 2000 International Ltd**

In Trek's most recent financial results announcement, it achieved year-on-year (yoy) revenue growth of 52.8% to US\$112.9 million while net profit surged 137.9% yoy to US\$3.1 million for the financial year ended 31 December 2014 (FY2014).

- The End -

<sup>1</sup> The SD Association is a global ecosystem of companies setting industry-leading memory card standards. (<https://www.sdcard.org/home/>)

<sup>2</sup> "Consumer Electronics: Global Industry Guide" – MarketLine, June 2014

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**About Trek 2000 International Ltd**

Trek 2000 International Ltd, an industry leader, innovator, original inventor and patent owner of the ThumbDrive® (i.e. USB Flash Drive) and FluCard® offers state-of-the-art design solutions ranging from Interactive Consumer Solutions, Wireless, Antipiracy, Compression and Encryption to sophisticated Enterprise Solutions all catering to the fast changing digital industry. Trek with its library of granted patents is represented all over the world and has offices in the U.S., Malaysia, Thailand, India, Hong Kong, Singapore, the Netherlands, China, the Philippines, Vietnam, Indonesia and Japan to serve the rapidly expanding markets across all regions.

A public listed company whose shares are quoted on the Singapore Stock Exchange (SGX:Trek), Trek 2000 International Ltd was named by Forbes Global as one of the Best Small Companies in the World of 2000 and 2002. Trek 2000 International Ltd was also ranked as the Best Managed small Company in Singapore by AsiaMoney (of Euromoney). Trek also received the INVENT Singapore Award 2008 and the ASEAN Business Award for Innovation in 2011 and Asia-Pacific Enterprise Leadership Awards for Spirit of Innovation Award in 2013 and SD Association Leadership Award in 2014.

Trek®, ThumbDrive®, DivaDrive® and FluCard® are trademarks or registered trademarks of Trek Group of Companies in Singapore and / or other countries. z

For more information, visit our website at <http://www.trek2000.com.sg>, <http://www.thumbdrive.com>, <http://www.flu-card.com>, <https://www.cloudstringers.com>

**Issued for and on behalf of Trek 2000 International Ltd**

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