

## PRESS RELEASE

### **Soo Kee Group celebrates 25<sup>th</sup> Anniversary with opening of new SOOKEE HQ and new initiatives to enhance market leadership**

- *New corporate headquarters building at Changi Business Park will house regional research and design hub and serve as a springboard for future growth*
- *Official launch of SK Bullion to offer one-stop precious metal products and trading services*
- *First jeweller in Asia to adopt the Sarine Profile™ by Sarine Technologies Ltd to enhance the diamond buying experience for its bridal specialist brand, Love & Co.*
- *Innovative initiatives create synergistic value and enhance the Group's offerings to strengthen the Group's position as market leader*



**Singapore, 26 July 2016 – 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, will commemorate its 25<sup>th</sup> Anniversary with the opening of its new corporate headquarters (“SOOKEE HQ”) building, officiated by Dr. Koh Poh Koon, Minister of State, Ministry of National Development & Ministry of Trade and Industry.

The seven-storey building with a gross floor area of approximately 13,047 square meters at Changi Business Park will be the Group’s regional research and design hub and also serve as its customer care facility. The building façade, which is inspired by the facets of a diamond, is symbolic of the Group’s abundant growth opportunities as it continues to deliver cutting-edge innovations to stay ahead of the trends and transformations in the jewellery industry. SOOKEE HQ will support the Group’s product design and research, branding, logistics, training and its new initiatives.

The Group has also officially launched SK Bullion to provide buy, sell and insured storage services for investment grade gold, silver and a wide array of other precious metals handpicked from reputable mints and refineries, which are also accessible at the consumer's convenience through its one-stop e-bullion platform ([www.skbullion.com](http://www.skbullion.com)). The first SK Bullion store will be opened in August 2016 at Clifford Centre, strategically located in the heart of Raffles Place, the financial district of Singapore.

Headquartered in Singapore, one of the world's safest jurisdictions and strategically located at the heart of international trade flow, SK Bullion is well poised to tap into the opportunities in the global bullion industry. The Group believes that the strong government support reflected in policies such as the absence of goods and services tax on investments in precious metals and strong business infrastructure makes Singapore an attractive precious metals trade hub.

The Group has also announced its partnership with Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine"), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing and finishing systems for diamonds and gemstone production. The Group's bridal specialist brand, *Love & Co.*, will be the first jeweller in Asia to adopt the unique Sarine Profile™ diamond display paradigm, a digital visual presentation with comprehensive imaging and grading information of the diamond's quality and beauty which includes Sarine's unique light performance grading system to enhance its in-store and online customer diamond shopping experience to appeal to the younger generation of diamond jewellery buyers. *Love & Co.* will be launching this service for its proprietary *LVC Lovemark* diamond collection in Singapore and Malaysia.

Mr. Daniel Lim ("林雍胜"), Executive Director and CEO of the Company, said *"The opening of the new SOOKEE HQ building marks a new chapter for the Group. Our new bullion business, as well as our partnership with Sarine underscores our commitment to innovation, design and value-creation."*

*We are aware of the opportunities in the bullion industry at a time when Singapore is enhancing its position as a precious metals trading hub and we believe that it is critical to capitalise on this while leveraging our strong brand and wide customer base. Coupled with the strong investment demand undergirded by the rising role of gold as an alternative investment and safe haven asset, this is a timely move for the Group to offer an alternative investment platform for consumers to buy, sell and store their bullion assets."*

On the partnership with Sarine and the progress of Soo Kee Group, Mr Lim commented, *"This partnership is significant for both parties and it reflects our shared vision for a 21<sup>st</sup> century consumer experience in the diamond jewellery market. Sarine Profile™ is the world's cutting-edge sales platform which is designed to depict the diamond story. We believe that this serves as an ideal match for Love & Co. in providing a personalised consumer experience."*

*As we mark our 25<sup>th</sup> Anniversary this year, I would like to extend my appreciation to our beloved employees for their hard work throughout all these years as well as our customers,*

*suppliers, business associates and investors who have supported us. Soo Kee Group would not be what it is today without the unwavering support and trust from them over the past 25 years. We look forward to an exciting future and your continued support as we continue to reach greater heights.”*

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### **About Sarine Technologies Ltd. (<http://www.sarine.com>)**

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing systems for diamond and gemstone production. Sarine products include diamond cut, colour and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond visualisation systems. Sarine systems have become an essential gemology tool in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers.

For more details on the capabilities of the Sarine Profile™, please visit <http://sarine.com/sarine-profile/>

### **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. The Group is also engaged in the bullion business through its *SK Bullion* brand, offering a holistic service that allows consumers to buy, sell, store and track precious gold and silver assets at their convenience.

*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 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. Exclusively distributed by the Group, *SK Jewellery* also carries the *ALLOVE* brand of diamonds, which pushes the boundaries in diamond-cutting techniques with an all-new 81-facet cut, specifically created to maximise light performance, in Singapore and Malaysia.

*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.

*SK Bullion* is a trusted gold and silver dealer in Asia, offering an alternative investment platform for consumers to buy, sell and store precious gold and silver assets at their convenience. Leveraging on Singapore as a precious metals trade hub, *SK Bullion* is dedicated to offer a holistic investment platform to its regional customers.

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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 / Ms Sheryl Sim

OFFICE : (65) 6438 2990

EMAIL : [yitsung@financialpr.com.sg](mailto:yitsung@financialpr.com.sg) /  
[sheryl@financialpr.com.sg](mailto:sheryl@financialpr.com.sg)

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*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.*

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*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.*