TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

TeleChoice Secures New Contract for Full-Service Distribution, Brand Marketing, Fulfillment, and Retail Management of Leading Global Smart Device Brand, HONOR

- **Trade launch achieved sales of a million dollars, bolstered by robust support from over 60 trade partners and 100 retail touchpoints**

Singapore, 1 June 2023 – SGX mainboard-listed TeleChoice International Limited ("TeleChoice" or the "Group"), a regional diversified provider and enabler of innovative info-communications products and services, is pleased to announce its major contract with HONOR, a leading global provider of smart devices. Under this partnership, TeleChoice's Consumer Business Group ("CBG") will be responsible for the full-service distribution, brand marketing, and retail management of HONOR products, solidifying its position as a trusted partner in the consumer fulfilment and managed services space.

HONOR has established itself as a prominent contender in the global market by virtue of its steadfast dedication to providing superior products that effectively combine cutting-edge technology with feature-rich, user-friendly functionalities, all at an accessible price point. This unwavering commitment has garnered HONOR a loyal customer base spanning across the globe, as discerning consumers recognize and appreciate the outstanding value and performance that their range of smart devices consistently delivers.

The trade launch of HONOR products has already proven to be an exceptional success, with sales reaching the million-dollar mark and an extensive presence across more than 100 retail touchpoints. This noteworthy accomplishment can be attributed to the combined efforts of TeleChoice and over 60 dedicated trade partners, who have shown unwavering support for HONOR's innovative range of smart devices.

"We are thrilled and immensely grateful for the trust and support shown by HONOR and our valued partners. Their unwavering commitment and collaboration have been instrumental in our remarkable success. With their continued support, we are dedicated to delivering exceptional mobile experiences, creating smart seamless interactions for our customers. We aim to step up our game in fulfillment and managed services for smart devices aligning with the evolving needs of consumers and enhancing the overall customer journey. Together, we will continue to push boundaries and shape the future of the industry," said Ms Pauline Wong, Group Managing Director of CBG.

"After a two-year hiatus, HONOR is poised to make a strong return to the Singapore market. We are delighted to announce our partnership with TeleChoice, a well-established full-service distributor with a strong track record. Our priority is to introduce our line-up of new products, accompanied by a refreshed brand image. The Singapore market's renowned high-end positioning holds tremendous significance in our brand's global expansion strategy. As we embark on this journey, we remain committed to advancing research and development, fostering innovation, and delivering exceptional experiences and services to consumers through our high-quality products," said Mr Justin Li, Regional Head of Singapore, Indonesia and Malaysia for HONOR.

By securing this partnership, TeleChoice has further solidified its market position as a leading player, establishing itself as the preferred provider for fulfillment, brand marketing, and retail management services for globally recognized smart device and other consumer brands.

"Our forward-thinking approach and ability to foster partnerships with leading global brands like HONOR reinforce our position as an industry leader and propel our growth prospects. We will continue expanding our portfolio of partnerships and trade networks while delivering innovative products and solutions that enhance connectivity and transform the way people live, work, and engage with technology," Ms Wong added.

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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 the 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 focused on communications and media, data centers 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

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