



PRESS RELEASE

FOR IMMEDIATE RELEASE

Love & Co. Adopts Sarine Profile™ Digital Diamond Report for its Lovemarque Diamond Collection in China

Hod Hasharon, Israel, September 11, 2017 – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine" (U77:SI), and together with its subsidiaries, "the Group"), worldwide leaders in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing, grading and trading of diamonds and gems, is proud to announce that its Sarine Profile™ digital diamond report will be rolled out across China by Soo Kee Group Ltd under the *Love & Co.* brand for its proprietary *Lovemarque* diamond collection (*Love & Co.* is the bridal brand of Singapore Exchange Mainboard-listed Soo Kee Group Ltd. (42G:SI)).

In conjunction with the *Love & Co.*'s brand launch at a gala event today in Shenzhen, China, the jeweller announced its partnership with Sarine and its initiative to be the first jeweller in China to introduce the first fully digital diamond report program. These digital reports provide an exciting visual and experiential 'story' of the diamond, targeted directly at the younger generation of consumers in China, thereby enhancing their in-store purchase process while building their trust and confidence.

The Sarine Profile™ digital diamond report, available for *Love & Co.*'s proprietary *Lovemarque* diamond collection in China, is powered by Sarine's accurate diamond analysis and display technologies and is also the first program of its kind to be presented entirely in Chinese. With the language specially customised for the China market, this will ensure faster and more effective adoption of the program by *Love & Co.* stores across China. The brand aims to establish 550 points-of-sale in China and the Hong Kong Special Administrative Region by the end of its fifth year of operation.

On the expansion of the partnership, Mr Daniel Lim, CEO of Soo Kee Group, said, "We are happy to extend our relationship with Sarine as we enter the Chinese market.



Being the first jeweller in Asia to adopt the unique fully digital Sarine Profile™ diamond display paradigm, we believe this partnership is significant as it reflects our shared vision for a 21st century consumer experience in the diamond jewellery market – one which we hope to bring to our *Love & Co.*'s customers in China."

Mr. David Block, Chief Executive Officer ("CEO") of Sarine, remarked, "Across China, a new generation of young consumers is seeking a digital, technology-based, accurate and personalised diamond purchase experience. The partnership with *Love & Co.* exemplifies the forward-thinking approach of these key players in the Chinese jewellery retail industry. Sarine is proud to be working with *Love & Co.* to provide China's first entirely digital diamond story experience, and moreover we are excited that it will be entirely in Chinese. This is a significant step in the evolution of the in-store experience for jewellery consumers in China, creating an in-store experience that is unparalleled in levels of personalisation and accessibility."

About Love & Co.

Love & Co. is a bridal specialist brand under Singapore-listed Soo Kee Group Ltd. The brand specialises in bespoke bridal jewellery, notably, made-to-order engagement rings and wedding bands such as the signature Lovemarque and LVC Promise collections. Through customisable design elements and personalisation services, Love & Co. seeks to establish personal connections with customers.

About Sarine:

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, Clarity, Color 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 standard tools in every properly equipped gemology lab, diamond appraisal business and manufacturing plant, and are essential aids for both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.



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