

Press Release

Jakarta, 27 August 2014

XIAOMI APPOINTS TRIKOMSEL AS AUTHORISED DISTRIBUTOR IN INDONESIA

PT Trikomsel Oke Tbk. (Trikomsel) as one of the leading distributors and retailers of smart mobile devices in Indonesia announced that it has signed a partnership agreement with Xiaomi, in which Trikomsel is an authorised distributor for marketing products, such as Xiaomi mobile phones as well as its accessories in Indonesia.

Sugiono Wiyono Sugialam, Trikomsel President said, "We welcome the co-operation and trust of Xiaomi to distribute their products through our channels".

Furthermore, "Xiaomi is an extraordinary smartphone manufacturer and we are optimistic, thanks to the high product capability along with the attractive pricing, that the products will be acceptable and provide satisfaction to our customers throughout Indonesia."

Polaris Ltd., a distributor and retailer of smart mobile devices as well as lifestyle electronics in Asia now owns 31.38% of Trikomsel's shares. The Group has been able to position itself as a reputable distributor and retailer of smart mobile devices in emerging markets. It has a broad distribution network in Indonesia with 108 points of distribution serving more than 15,000 third-party resellers, as well as close to 1,000 retail stores spanning across 183 cities. In Myanmar, the Group's 11 retail stores are located in the three most populous cities. The Group's retail network is strategically located throughout Singapore with 23 stores located in areas of high foot traffic.

Steve Vickers, General Manager (Southeast Asia), Xiaomi said, " We are delighted to be in Indonesia, and look forward to our partnership with Trikomsel to bring Mi phones to users here. We want to give great value to all our Mi Fans in Indonesia, starting with Redmi 1S, a powerful smartphone with great features such as a 4.7-inch HD display, quad-core Snapdragon 400 processor, dual-SIM support and a high-quality 8-megapixel main camera. Users will also enjoy our extremely intuitive MIUI, which makes performing basic tasks on the smartphone even more convenient, and also comes with lots of advanced features for power users."

**At a glance: Trikomsel (IDX: TRIO)**

www.oke.com

Established in 1996, in Jakarta, Trikomsel is a leading distributor and retailer of mobile communication products in Indonesia, which has a network of retail outlets "OkeShop" and "Global Teleshop" close to 1,000 retail stores and operates 108 distribution centres, which support its retail stores and over 15,000 third party resellers in 183 cities throughout Indonesia.

Trikomsel performance is reflected through numerous awards including the Top Brand Award and the Superbrands 2013 both for OkeShop and Global Teleshop, Marketing Award 2012 as "The Best in Marketing Campaign and The Best in Experiential Marketing", Superbrand Award 2012 for OkeShop and Global Teleshop, Asia Money 2011 as the "Best Managed Companies" and Forbes in 2012 as one of the "Top 50 Best of the Best Companies"

At a glance: Polaris Ltd (SGX: 5BI)

www.wearepolaris.com

Polaris Ltd. is a Singapore-based company active in the distribution and retail of smart mobile devices, and lifestyle electronics in Asia, with extensive operations in Singapore, as well as business activities in Asian countries including Cambodia, Indonesia, Myanmar, Philippines and Thailand.

Polaris Ltd. is an authorised distributor and retailer for many smart mobile device and lifestyle electronics vendors, including Apple, Huawei, HTC, Lenovo, Sony and ZTE. We are also authorised promoter and retailer of telecommunications services of M1 Group and SingTel Group. There are a total of 23 retail stores in Singapore under Apple, Lenovo, M1, SingTel, and Sony brands, as well as 11 retail stores in Myanmar under e-city brand.

At a glance: Xiaomi

Xiaomi was founded in 2010 by serial entrepreneur Lei Jun, who believes that high-quality technology doesn't need to cost a fortune. At Xiaomi, we've brought together smart people from Google, Kingsoft, Microsoft, Motorola, Yahoo, and other Internet and tech companies from around the world to bring that vision to life. We create remarkable hardware, software, and Internet services for – and with the help of – our Mi fans. We incorporate their feedback into our product range, which currently includes Mi 4, Mi 3, Mi Pad, Mi Box, Mi TV, Redmi 1S and Redmi Note, Mi Power Bank and other accessories. We find the most direct ways to sell to customers to keep our prices competitive. And with more than 17 million handsets sold in China in 2013 and products launched in Taiwan, Hong Kong, Singapore, Malaysia, Philippines and India, we are ready to go global.



Please follow us on Facebook, Twitter and Google+, and be sure to check back often so you don't miss anything. Our mantra: "Always believe that something wonderful is about to happen".

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*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, Stamford Corporate Services Pte. Ltd. (the "**Sponsor**"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") Listing Manual Section B: Rules of Catalyst. The Sponsor had not independently verified the contents of this press release.*

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