



SOOKEE➤
GROUP

CORPORATE NEWS

ISSUE 1
MARCH 2016



AWARDS

奖项荣誉

SK JEWELLERY AWARDED ASIA'S TOP INFLUENTIAL BRAND IN GOLD AND JEWELLERY CATEGORY ▼

SK Jewellery, Singapore's leading 999 Pure Gold and premium diamond jeweller, is extremely proud to be awarded the title of Asia's Top Influential Brand — Gold and Jewellery, by Brand Alliance Group.

The highly-coveted award recognises brands that go beyond providing a product or service to its customers, possessing the emotive capacity and ability to connect with their customers at the emotional level. It is based on a nationwide study derived from 3 consolidated years of extensive research, field surveys and assessment of brand qualities.

SK珠宝荣获亚洲顶尖影响力品牌(黄金珠宝榜)

新加坡纯金第一家、优质钻石珠宝品牌SK珠宝荣获亚洲顶尖影响力品牌称号(黄金珠宝榜)。这一荣誉的获得彰显了我们品牌真正受到顾客的青睐与支持。



EDITOR'S NOTE

编者的话

We are pleased to present the first issue of the Soo Kee Group newsletter, which will serve as an additional communication channel between Soo Kee Group and our shareholders, partners as well as our growing customer community. The newsletter will contain information of interest about our latest happenings, new product offerings, and expansion plans.

On this occasion, we would like to summarise Soo Kee Group's accomplishments for the past half a year. We are very pleased to have been successfully listed on the Singapore Exchange (SGX) in August 2015.

The Group has also moved into its new Changi Business Park Headquarters – Soo Kee HQ, in November 2015. Soo Kee HQ serves as a regional hub to support the Group's local and overseas operations in activities such as design and development, branding and training. The Group strives to continue to develop its design and development capabilities and provide customer care services at its new premises.

Soo Kee Group is well-poised to seek good business opportunities through mergers and acquisitions, market expansion, product development and/or channel expansion strategies. We will continue to explore suitable opportunities to grow our business locally and overseas. We are grateful for your support and look forward to a continued engagement as we welcome the next exciting chapter in Soo Kee Group's growth story.

很高兴，树记集团首本简报终于发行了，这将是我们与股东、合作伙伴以及我们的顾客又一新的沟通渠道。这份简报涵盖了我们的新活动、新产品和未来发展计划。

这半年以来，树记集团发展迅猛。值得一提的是2015年8月我们在新加坡交易所成功上市；同年11月，我们将总部搬到了位于樟宜商业园的Soo Kee HQ。新总部作为公司的区域枢纽，服务于集团在本地和海外的运营，包括设计与发展、品牌强化与培训等。如今，在这新的发展基地，集团将继续致力强化产品设计以及可持续发展的能力，秉承以人为本的公司理念，为顾客提供更贴心的服务。我们期待通过收购、市场拓展、产品优化等多种渠道寻求更好的商业机会，并不断探索合适的机遇以发展我们的海内外市场，提高市场份额，获得更为丰厚的商业发展基金。

让我们共同期待，携手同行。

▲ SK JEWELLERY AT CHANGI AIRPORT T3 AWARDED CHANGI AIRPORT OUTSTANDING OUTLET AWARD



SK Jewellery at Changi Airport Terminal 3 was recently awarded the Outstanding Outlet Award at the Changi Airport Extra Mile Initiative in December 2015.

The Outstanding Outlet Award under the Changi Airport Group's Extra Mile Award is awarded on a quarterly basis. The assessment is done by a third party appointed by the Changi Airport Group. Mystery shoppers test the service or conduct surveys with the customers for all retail outlets under stringent criteria. It brings much joy to share that SK Jewellery has received this award, as it reflects our brand's continuous efforts to provide exceptional service to our customers.



樟宜机场第3航站楼分店荣获OUTSTANDING OUTLET AWARD

位于樟宜机场第3航站楼的SK珠宝在2015年12月的Changi Airport Extra Mile Initiative评比中荣获Outstanding Outlet Award。该奖项是以季度为周期，由樟宜机场集团聘请的第三方完成评估。评估人员按照严格的标准暗访所有零售店的顾客，从而完成服务质量或管理的调查。荣获这一令人振奋的奖项也反映了我们在为顾客提供极致服务方面所做出的持续不断的努力。





SOO KEE GROUP IS NOW LISTED ON THE SINGAPORE EXCHANGE

"The positive interest from investors for our IPO is a testament to the investment community's confidence in our long-term prospects, the strong brand equity of Soo Kee Group and our vision of bringing to life high quality, beautifully designed jewellery products, and inspiring experiences to our customers. On that note, we would like to thank investors as well as our customers and partners for their support in enabling Soo Kee Group to reach this significant milestone."

FEATURE STORY

事件特写



树记集团在新加坡交易所挂牌上市了

“投资者对我们首次公开募股的积极投资表明了公众对我们充满信心：我们的发展前景、树记集团的品牌价值、促进生活质量提高的愿景、设计精美的珠宝产品以及顾客良好的购物体验为我们营造了良好的投资环境。在这里，我们要感谢我们的投资者、我们的顾客以及我们的合作伙伴，是你们的支持让我们竖起了这一新的里程碑。”



Soo Kee Group celebrated a successful listing on the Singapore Exchange on 20 August 2015, where the first trading of Soo Kee Group shares were marked with a ‘gong’ at 9am.

Together with Soo Kee Group staff, many global partners flew in from around the world to celebrate this special occasion at the Singapore Exchange (SGX) with Soo Kee Group. The Group’s successful listing was celebrated with a lion dance performance, gift exchange between SGX and Soo Kee Group and a never-before-seen spectacular fashion show at the Singapore Exchange (SGX).

Dr. Peter Lim, Chairman of Soo Kee Group, presented a 999 Pure Gold plated golden tree bearing fruit to bountiful golden coins, with overflowing golden ingots on the ground where the tree firmly stands, to Mr. Mohamed Nasser Ismail, Head of SME Development and Listings, SGX. The golden tree signifies the founding roots of Soo Kee Group, where the name Soo Kee (树记) commemorates the late father of the siblings who founded Soo Kee Group. The tree grows and flourishes in abundance bearing fruit to prosperity symbolising Soo Kee Group’s vision for continual growth and success. The spectacular fashion showcase was also the first ever held at the SGX. It was a most memorable event to celebrate the listing of an innovative and trendsetting jewellery company. Soo Kee Group showcased their range of luxurious diamond jewellery, 999 Pure Gold jewellery and bridal jewellery, representing the three jewellery brands under the Group — Soo Kee Jewellery, SK Jewellery and Love & Co..

Soo Kee Group intends to utilise the net IPO proceeds for the expansion of the Group’s network of retail stores and introduction of new product lines; capital expenditure for its new Changi Business Park Headquarters including its jewellery product design and development facilities and equipment which will be housed at the same premises; repayment in part of loans in connection with the construction of the new Changi Business Park Headquarters; and for working capital and general corporate purposes.

树记集团于2015年8月20日在新加坡交易所成功上市，当天上午9时，树记集团股票随着一声响锣准时启动交易。来自全球的商业伙伴汇聚新加坡，与树记集团所有员工一起在新加坡交易所共襄盛举。精彩的舞狮表演、郑重的礼品交换环节、前所未有的时尚珠宝秀，共同欢庆这激动人心的时刻。树记集团的董事长林雍杰先生当场将一棵挂满金币的镀999纯金大树赠予新加坡交易所中小企业发展与上市部门主管 Mohamed Nasser Ismail先生。这一金树稳固地站立于一块纯金铸造的金条上，它是树记集团根基的象征，因为公司的名字“树记”正是为缅怀集团创建者逝去的父亲林宝树先生而起。而生生不息的大树和丰硕的果实则寓意树记集团不断发展、追求成功的愿景。

树记集团也是第一家在新加坡交易所呈现时尚展的公司，这一前所未有的庆祝方式，是我们极具创新和改变精神的体现。树记集团在此秀场展出了丰富的钻石珠宝、999纯金珠宝以及婚嫁珠宝，分别代表集团旗下的三个品牌——Soo Kee珠宝、SK珠宝以及Love & Co。

树记珠宝希望将首次公开募股的净收入用于集团营销网络的拓展、新产品的推广以及樟宜商业园新总部的花费：包括珠宝产品的设计、内部的运行设备器材、偿还部分建造贷款、日常工作场地的维护与其他的公司运营费用。

LATEST HAPPENINGS

最新热点

NEW STORE OPENINGS AND EXPANSION PLANS



In line with SOOKEE’s rebranding campaign, the latest showroom at Jurong Point was renovated in November 2015. It boasts a feature wall with spotlights highlighting the facets to emphasise SOOKEE’s tagline Spark Your Brilliance.



Following SK Jewellery’s continuous strategic expansions plans to reach out to new target audiences, and offer accessibility to all consumers — a new SK showroom has opened at the new Waterway Point, a flagship waterfront leisure destination for Punggol’s residents and visitors across the island.



A new SK Jewellery showroom has also been strategically relocated at Sunway Pyramid in Selangor, Malaysia. The new showroom offers a more vibrant façade, and a larger floor space — to cater for a more diverse product offering, emphasising a friendly and comfortable shopping experience.

根据树记品牌更新计划，裕廊坊分行于该年11月重新开张，服务顾客。闪亮的墙面，璀璨的聚光灯诠释着树记集团的品牌口号“Spark Your Brilliance”。

根据SK珠宝一贯的拓展计划，为吸引新的顾客群，给更多顾客提供便利，新的SK店面在新落成的水滨坊开张，水滨坊的建成给榜鹅地区的居民和访客提供了另一休闲娱乐好去处。

SK珠宝还在马来西亚的雪兰莪州Sunway Pyramid开设了另一新分店，这一具有战略意义的新实体店拥有更华丽的外观、更大的空间，能够满足更多样的产品展销，为顾客提供更加亲切舒服的购物体验。

LATEST HAPPENINGS

最新热点



SK JEWELLERY'S LAUNCH OF NEW PROSPERITY GOLD BARS AT TAKASHIMAYA

To celebrate the grand launch of the 999 Pure Gold Prosperity Gold Bars, SK Jewellery held a consumer event at Takashimaya's Talking Hall on 4 February 2016. The jeweller unveiled a pyramid, created with the 999 Pure Gold Prosperity Gold Bars. The spectacular structure, unveiled by Soo Kee Group's Chairman, Dr. Peter Lim, and Managing Director of Takashimaya, Mr. Tatsuo Yano, took approximately 10,985 man-hours to craft and piece together. Customers attending the launch also got to meet and greet the God of Wealth, and had their Chinese New Year couplets written by a master calligrapher.

SK珠宝于高岛屋成功推出新产品

为庆祝999纯金Prosperity金条成功发行，SK珠宝于2016年2月4日在高岛屋的talking hall 举行推广活动。我们展出了一座以999纯金Prosperity金条搭建而成的金字塔造型艺术摆件，由树记集团董事长林雍杰先生与高岛屋常务董事Tatsuo Yano共同揭幕。这一建筑结构花费了约10,985个工时搭造和拼接。精湛的工艺、美好的寓意，这新的黄金产品背后，是不断追求创新的SK珠宝赋予金条的新的意义：让贵金属礼物更好地传达赠送者的祝愿，帮助赠送者在不同的场合诠释不同的祝福。活动当天，财神爷给顾客们送来新春祝福，书法大家现场泼墨挥毫赠送春联。



SOO KEE GROUP HOSTS INAUGURAL DIAMOND INDUSTRY LEADERS CONFERENCE 2015

The inaugural Diamond Industry Leaders Conference 2015, hosted by Soo Kee Group, represents a rare opportunity for trade leaders and experts across the entire supply chain around the world to share their insights and expertise and to network amongst themselves.

Held at the Singapore Fullerton Bay Hotel, the Conference comprises industry-leading keynote and luminary sessions, discussion panels and promotes excellent networking opportunities as representatives from HRD Antwerp, Shanghai Diamond Exchange, GemEx Systems, Inc. share their insights and experience on the cutting-edge innovations, trends and transformations in the diamond jewellery industry. Mr. Reuben Khafi, President of Diamond Exchange Singapore, is the event's Guest of Honour. The conference aims to help foster stronger relationships and closer collaborations amongst industry partners to promote and enhance the global jewellery and diamond industry's future performance and growth.

树记珠宝集团主办全球钻石行业领导者峰会2015

树记珠宝集团主办的首届钻石行业领导者峰会2015在新加坡富丽敦海湾酒店召开全球钻石行业的贸易领袖、业界专家共襄盛举。峰会由业界精英演讲环节、讨论环节组成，促进了业界的交流，来自HRD Antwerp、上海钻石交易所、Gemex Systems Inc.的代表们分享了他们对钻石行业的观察、交流了切割技术的创新成果、钻石珠宝行业的发展趋势以及变革。新加坡钻石交易所主席Reuben Khafi先生是此次峰会的主宾。此次峰会意在帮助发展加强行业战略伙伴间的关系，共同促进珠宝和钻石行业未来的表现和发展。



SOOKEE NEW ESTORE LAUNCH

SOOKEE Jewellery has officially gone online with Singapore's first customisable diamond ring Estore that offers an extensive range of interactive shopping features, with a brand new shopping experience. The SOOKEE Estore offers online shoppers the ability to customise their ring, pendant or earrings by choosing a diamond from over a vast range of internationally certified diamonds. It also includes a virtual trial room, live chat and ability to experience the actual diamond with 40 times magnification and 360 degree views, as well as the ability to view the diamond's international reports online.

树记电子商务平台正式面市

树记珠宝正式推出与众不同的钻戒定制电子商务平台。为顾客提供网上购物体验的同时，更提供独特的定制服务。树记电子商务平台不仅商品数量丰富，还开设了“试戴间”和在线客服咨询室，顾客首次可在线放大40倍且360度全方位观察钻石，同时还能在该电子平台查看钻石国际认证证书。

SOOKEE SETS THE STANDARD IN NEW 916 MODERN GOLD JEWELLERY WITH ORO AMARE

SOOKEE Jewellery launches its new 916 Gold collection — ORO AMARE, set to excite the discerning customers of today.

Inspired by the rich heritage and beauty of Italian cities, explore your frontiers as you roam the rolling hills of Sicily, strut through the fashionable streets of Milan and wonder in awe at the cultural jewels of Rome. In naming the collection, ORO AMARE in Italian was chosen as an ode to SOOKEE's inspiration, Italy, because of their historical gold reserves and deep design history.

The delicacy of design with the timeless quality of 916 gold makes a "bellissimo" or exquisite product for an equally strong and beautiful woman.

ORO AMARE

树记集团推出ORO AMARE, 为916黄金珠宝设立新标杆

为满足顾客日益提高的审美标准，树记珠宝推出了全新916黄金系列——ORO AMARE。

该系列的设计从美丽的意大利城市中获取灵感：想象自己漫游在绵延的西西里岛山探索未知的边境，阔步在米兰的时尚街道、充满敬畏地游走在那极具异域文化气息的罗马，这一系列的珠宝由此诞生。从系列的命名中可以看出，正是意大利那深厚的金属储备文化和悠久的历史赋予了树记珠宝灵感的赞歌。

精美绝伦的设计、经久不衰的品质，这一细腻精巧的产品正是高贵迷人的女士们不可错过的礼物。

ILLUSTRATE ROMANCE IN STYLE WITH LVC CHARMES LOVE STORY

The new LVC Charmes Love Story holds symbolism of eternal romance and portrays timeless elegance. The Love Story locket collection gives you the creativity of illustrating your unique romance journey through exquisite, delicate charms which are safely nestled within a sapphire glass locket.

Mark a milestone, celebrate a joyous occasion or express appreciation for that special someone with the array of charms which includes alphabets, numbers and iconic shapes that represent love, specially designed to express every unique love story.

让LVC CHARMES LOVE STORY为您传递爱

全新的LVC Charmes Love Story象征着永恒的爱与不朽的典雅。这一系列让您能够发挥无限创造力，借助这些置于同心锁中的精致串饰讲述自己独一无二的爱情之旅。

爱的纪念日、每一个幸福的时刻、告白的甜蜜，您都可以通过这一系列中的字母、数字和图形等设计书写自己独特的爱情故事。

LVC CHARMES
LOVE STORY

FASHION UP WITH K-GOLD CHARMS

SOOKEE Jewellery introduces a new charm bracelet collection this Valentine's Day for the ladies — Charms of Joy.

Charms of Joy boasts an assortment of more than 70 classic charms and separators made of high quality 18K rose gold or white gold. Choose from an entire array of pretty iconic charms to surprise her on any occasion.

用串饰装点时尚

树记珠宝在刚刚过去的情人节为女士们推出了全新串饰手镯系列

Charms of Joy。

这一系列拥有70个以上不同设计的经典串饰，用优质的18K玫瑰金或白金打造而成，您定能从中挑选出合适的产品打动她。

K-GOLD
CHARMS

DISCOVER LIFE'S PERFECT SPARKLE WITH ALLOVE DIAMOND

Unveiled to the world for the first time, the ALLOVE diamond has an 81-facet cut so revolutionary that it is expected to set the new benchmark for the international diamond industry.

The ALLOVE diamond boldly pushes the boundaries in diamond cutting techniques with an all new 81-facet and 10 Hearts & 10 Arrows cut, which is specifically created to maximise light performance. The cut beautifully enhances the diamond's alluring brilliance with more spectacular sparkles, compared to a traditionally cut diamond. The precise cut means that all the facets reflect an astonishingly wide spectrum of colourful shades and hues, giving the ALLOVE diamond a uniquely intense and mesmerising radiance.

发现生命中最完美的ALLOVE钻石

拥有81个切面的革新产品ALLOVE钻石首次全球亮相，这一钻石成为国际钻石行业中的新标杆。ALLOVE钻石突破了原有切割工艺的局限，全新的81面十心十箭的切割技艺可以最大的反射光线，消除所有的漏光点。相较于传统的切割方法，这一新的完美切割技术增强了钻石亮度和火彩，保证了所有的切面全光全彩反射，使得ALLOVE钻石绽放出独一无二的耀眼光芒。



ALLOVE

999 PURE GOLD CHARMS

CHARMS IN 999 PURE GOLD

SK Jewellery redefines the art of personalised gifts with the launch of the brand new 999 Pure Gold Charm Collection where the most heartfelt of wishes are exquisitely transformed into stunning personalised jewellery. The first to launch 999 Pure Gold charms in Singapore, SK Jewellery presents customers with the ultimate bespoke gift that combines personalised style, fashion and value. Customers may choose beautifully crafted stainless steel bracelets from an eye-popping array of colourful pieces, and then select 999 Pure Gold charms that represent the special moments and important milestones in their beloved's life.

999纯金串饰

SK珠宝为重新诠释个性化礼物，推出999纯金串饰系列，以期以最衷心地祝愿融合到个性化珠宝设计中。

作为在新加坡第一个面市的999黄金串饰品，SK珠宝为顾客打造出融合了个性化风格、时尚和价值的定制礼物。顾客可以选择精细无暇的彩色钢化手镯，配以不同款式的999纯金串饰来满足不同场合、不同时刻的需求。



999 PURE GOLD MONKEY PENDANT

999 PURE GOLD ZODIAC PENDANT

SK珠宝推出999纯金金猴、十二生肖吊坠与999纯金红包

今年的农历新年，SK珠宝还推出999纯金瑞猴金币和纯金红包赋予悠久的传统礼新意义。

在华夏文化中，黄金本身就是成功富足的象征，而将999纯金装进具有祝福意义的红包中更象征了对受赠者最诚挚的祝福。金条和金币背后的象征意义以及999纯金本身的价值，使得SK珠宝的瑞猴金条和金币成为独具特色、日久弥新的礼物。

为迎接猴年的到来，SK珠宝推出两大系列999纯金吊坠，瑞猴四件套系列的设计灵感来源于可爱天真的猴子，该系列吊坠展现了猴子活泼好动的天性。

999纯金生肖吊坠系列则涵盖了12生肖图案并将算盘的元素巧妙融入其中，用纯金精雕细琢而成。在传统意义上，算盘是荣华富贵的象征，两者巧妙融合，赋予999纯金生肖吊坠系列福祿同行的吉祥寓意。

SWING INTO THE NEW YEAR WITH SK JEWELLERY'S 999 PURE GOLD ANG POWS, FORTUNE MONKEY AND CHINESE ZODIAC PENDANTS

To welcome the exciting Year of the Monkey, SK Jewellery introduced two utterly adorable collections of 999 Pure Gold pendants, inspired by the lively Monkey and the Chinese Zodiac animal signs.

The 999 Pure Gold Chinese Zodiac Pendants, comprising twelve intricately crafted pendants, feature the Chinese Zodiac animal signs, Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Goat, Monkey, Rooster, Dog, and Pig in magnificent gold.

SK Jewellery adds a clever twist to the design of the Zodiac pendants, incorporating the Chinese abacus. Traditionally, the Chinese abacus is embraced as a symbol of wealth and prosperity. By merging the designs of the animals in the Chinese Zodiac and the Chinese abacus, SK Jewellery creates an auspicious range of pendants that signifies the coming of good fortune and success for the wearer.

This lunar new year, SK Jewellery boldly redefines this age-old tradition with its brand new series of 999 Pure Gold Auspicious Monkey Gold Coin And Gold Bar Ang Pow.

As gold represents success, abundance and prosperity in Chinese culture, the gift of 999 Pure Gold in a red packet symbolises the absolute purest of blessings for loved ones. With deep meaning behind the Gold Bars and Coins' conceptualisation, coupled with the intrinsic value of 999 Pure Gold, SK Jewellery's Auspicious Monkey Gold Bar and Gold Coin are meaningful gifts that are to be treasured for ages to come.

999 PURE GOLD ANG POWS

钟琴
Kym Ng,
Mediacorp Artiste





G O I N G B E Y O N D

www.sookegroup.com

This newsletter ("Newsletter") 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 Newsletter.

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