

PRESS RELEASE

Soo Kee Group and SK Jewellery selected as Honourees for the Jewellery News Asia (“JNA”) Awards 2016

- **Soo Kee Group is the only Singaporean jeweller selected as Honouree in the Outstanding Enterprise of the Year ASEAN category 2016**
- **SK Jewellery selected as Honouree in the Brand of the Year and Retailer of the Year categories 2016**
- **Selection as Honouree in the respective categories is testament of Soo Kee Group and SK Jewellery’s success, business excellence, innovation and industry leadership**

4 July 2016 — Soo Kee Group has been selected as an Honouree in the Outstanding Enterprise of the Year ASEAN category and its *SK Jewellery* brand has been selected as Honouree in the Brand of the Year and Retailer of the Year categories of the JNA Awards 2016. The JNA Awards, now in its fifth year, is a premier awards programme that recognises and celebrates excellence and achievement in the jewellery and gemstone industry, with a focus on the advancement of the trade in Asia. JNA is the organiser of the JNA Awards and is the flagship jewellery publication of UBM Asia Limited (“UBM Asia”).

This year, 39 Honourees representing 28 companies from 10 countries and regions, namely China, Hong Kong, India, Malaysia, Singapore, Switzerland, Taiwan, Thailand, the United Arab Emirates and Vietnam, were selected. A third of these finalists were first-time entrants.





Wolfram Diener, Senior Vice President of UBM Asia, said, “This year marks the fifth anniversary of the JNA Awards, and we are extremely proud of what has been achieved thus far in terms of creating awareness and promoting excellence in innovation, leadership and sustainable business models in the jewellery and gemstone industry.”

Letitia Chow, Founder of JNA, Director of Business Development – Jewellery Group at UBM Asia, and Chair of the JNA Awards judging panel, remarked, “I would like to extend my heartfelt thanks to members of the judging panel who once again, dedicated their time and effort to come up with an outstanding list of shortlisted companies.”

“This year, we saw the submission of more than 100 quality entries, and it has reached more regions and companies than before. We have the strongest applications to date,” she continued. “It is encouraging and exciting to see new companies entering the Awards and being recognised for their achievements and advances in the jewellery and gemstone industry.”

Mr. Daniel Lim, Executive Director and CEO of Soo Kee Group said: “We are extremely delighted for Soo Kee Group to be the only Singaporean jeweller selected as an Honouree in the Outstanding Enterprise of the Year ASEAN category, as well as for *SK Jewellery* to be selected as an Honouree in the Brand of the Year and Retailer of the Year categories, which is a testament to our success and business excellence. Soo Kee Group has always aspired to be at the forefront of the industry by responding swiftly to our customers as well as changes in the market. We will continue to embrace innovation and strive to enhance the design of our products and raise the profile of Singapore’s jewellery scene.”

The independent judging panel consists of five esteemed industry experts, namely, Albert Cheng, Advisor to the World Gold Council, Far East; James Courage, former Chief Executive of Platinum Guild International and former Chairman of the Responsible Jewellery Council; Lin Qiang, President and Managing Director of the Shanghai Diamond Exchange; Nirupa Bhatt, Managing Director of the Gemological Institute of America in India and the Middle East; and Yasukazu Suwa, Chairman of Suwa & Son, Inc of Japan. The full list of Honourees is available on the JNA Awards website at www.JNAawards.com.

This year’s JNA Awards Ceremony and Gala Dinner will be held on Wednesday, 14 September 2016, at the InterContinental Hong Kong.

For more information on the JNA Awards, please contact:

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About JNA (www.jewellerynewsasia.com)

JNA is the organiser of the JNA Awards and is the flagship publication of UBM Asia's Jewellery Group. First published in 1983, the title is the leader in providing up-to-date international jewellery trade news with an Asian insight. It features original, in-depth reports by experienced journalists covering the latest developments in the diamond, pearl, coloured gemstone, jewellery manufacturing, and equipment and supplies sectors.

About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 32 offices and 1,300 staff.

With a track record spanning over 30 years, UBM Asia operates in 19 market sectors with 230 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing business-to-business (B2B) events markets. UBM China has 12 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Guzhou and Shenzhen, where we organise 90 events. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with 70 events in this region. UBM India teams in Mumbai, New Delhi, Bengaluru and Chennai organise over 20 events every year across the country.

UBM Asia was awarded 'Asia's Most Reliable Trade Show Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

About Soo Kee Group

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, and is also engaged in the business of distributing precious metals in Singapore, Malaysia and Indonesia, as well as the provision of storage services for precious metals.

The Group through its *Soo Kee Jewellery*, *SK Jewellery* and *Love & Co.* brands caters 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.

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 *SK Jewellery's* signature *True Love* premium diamonds set in proprietary designs, exclusive distributorship of the *ALLOVE* brand of diamonds, which pushes the boundaries in diamond-cutting techniques with an all-new 81-facet cut, specifically created to maximize light performance, in Singapore and Malaysia, and 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.

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.

About SK Jewellery

SK Jewellery, Singapore's leading 999 Pure Gold and premium diamond jeweller, has been creating beautifully crafted jewellery with meaningful stories since 2003. With the belief that everyone deserves to shine, *SK Jewellery* is committed to innovation, design and quality, and provides exquisite jewellery with exceptional value to the market.

As the industry leader in 999 Pure Gold jewellery, *SK Jewellery* boldly combines art and tradition, and marries innovative state-of-the-art technology with top-notch craftsmanship to create the most stunning 999 Pure Gold jewellery pieces and items available in the market today. With its immensely popular 999 Pure Gold bridal collection and creative gift collections, the jeweller has revived tremendous interests in the precious metal, and re-defined the art of gifting with its intricate jewellery that is conceptualised with inspirational stories behind each and every piece.

A progressive brand that embraces the best of past, present and future, *SK Jewellery* has grown to offer customers ground-breaking new products, which resonate with them on the sentimental level. Each and every product is thoughtfully created, and is set to revolutionize the way customers perceive how contemporary jewellery marries art and tradition.

Made to be loved, cherished and passed on for generations, each *SK Jewellery* piece is truly Beautifully Crafted, Meaningfully Told.

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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.

This Press Release has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this Press Release, including the correctness of any of the statements or opinions made or reports contained in this Press Release.

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