



Soo Kee Group Ltd.

(Company Registration No.: 201214694Z)
(Incorporated in the Republic of Singapore on 13 June 2012)

PROPOSED CHANGE OF NAME OF THE COMPANY

The Board of Directors (the “**Board**”) of Soo Kee Group Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”), wishes to announce that, subject to the approval of shareholders of the Company (“**Shareholders**”) at the extraordinary general meeting of the Company to be held at 11.00 a.m. on 30 April 2018 (or as soon thereafter following the conclusion or adjournment of the annual general meeting of the Company to be held at 10.00 a.m. on the same day and at the same place) (the “**EGM**”), the name of the Company is proposed to be changed from “Soo Kee Group Ltd.” to “SK Jewellery Group Limited” (the “**Proposed Change of Name**”).

The Group currently retails fashionable jewellery and mementoes under, amongst others, the well-established “*SK Jewellery*” brand in Singapore and abroad. As such, the Board is of the view that the Proposed Change of Name will better reflect the profile, business activities and business direction of the Group. In addition, the Proposed Change of Name will also allow investors and the Group’s business partners to better identify and associate the Company with the “*SK Jewellery*” brand.

An application was made to the Accounting and Corporate Regulatory Authority of Singapore (“**ACRA**”) to reserve the name “SK Jewellery Group Limited” on 6 March 2018. The application has been approved by ACRA on 7 March 2018 and the name will be reserved until 5 July 2018.

The approval of Shareholders for the Proposed Change of Name will be sought by way of a special resolution at the EGM. A circular, setting out further information in relation to the Proposed Change of Name, will be despatched to Shareholders on 6 April 2018.

Upon receipt of Shareholders’ approval for the Proposed Change of Name, the Company shall adopt “SK Jewellery Group Limited” as its new name with effect from the registration of such name with ACRA. The name “Soo Kee Group Ltd.” shall be substituted with “SK Jewellery Group Limited” wherever the former name appears in the Company’s constitution. Apart from the substitution of the Company’s name, there will be no other amendments made to the Company’s constitution.

Shareholders should note that notwithstanding the proposed change of the Company’s name, the Company will not recall existing share certificates in respect of the Company’s shares, which will continue to be *prima facie* evidence of legal title. No further action is required on the part of Shareholders in respect of existing share certificates.

The Company will make further announcement(s) in relation to the Proposed Change of Name as and when appropriate.

BY ORDER OF THE BOARD

Lim Yong Sheng
Executive Director and Chief Executive Officer

5 April 2018

*This announcement has been prepared by 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 announcement.*

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

The contact person for the Sponsor is Mr. Lim Hoon Khiat, Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, telephone: +65 6533 9898.