

## PRESS RELEASE

### Soo Kee Group's SK Jewellery dazzles at the Jewellery News Asia ("JNA") Awards 2017 as "Retailer of the Year"

- JNA Awards is one of the world's most prestigious awards programme in the jewellery and gemstone industry
- SK Jewellery Pte Ltd ("SK Jewellery") was recognised for its commitment to best business practices and excellent customer service
- The award marks the Group's second consecutive win at the annual JNA Awards, underscoring its dedication to excellence in the jewellery industry

**19 September 2017 — Soo Kee Group Ltd.** ("Soo Kee Group" or the "Company" and, together with its subsidiaries, the "Group"), ("树记珠宝集团"), a leading and established trendsetting jeweller, is pleased to announce that its wholly-owned subsidiary, SK Jewellery, clinched the Retailer of the Year (450 outlets and below) award at the JNA Awards Ceremony and Gala Dinner held on Thursday, 14 September 2017, at the InterContinental Hong Kong.

The award is a reflection of SK Jewellery's commitment to best business practices and excellent customer service which has allowed the brand to command unbridled respect from various trade organisations. Backed by a clearly defined market strategy that resonates with consumers, SK Jewellery has successfully established itself as the go-to jeweller for all occasions and the leader in 999 Pure Gold jewellery.

This also marks the Group's second consecutive win at the JNA Awards, having been awarded the Outstanding Enterprise of the Year ASEAN Category last year, and is a strong testament of the determination, success and business excellence helmed by the Group.



The JNA Awards is organised by JNA, the flagship jewellery publication of UBM Asia Limited (“UBM Asia”). Considered the “Oscars” of the jewellery industry, JNA Awards, now in its sixth year, champions best business practices in the jewellery and gemstone community by recognising and promoting companies and individuals that demonstrate brilliant leadership, innovative thinking, and successful sustainable and socially responsible strategies.



This year’s event drew close to 100 highly qualified entries from 13 countries and regions, namely China, Fiji, Hong Kong, India, Japan, Malaysia, Singapore, South Korea, Switzerland, Taiwan, Thailand, United Arab Emirates and Vietnam.

Mr. Daniel Lim, Executive Director and CEO of Soo Kee Group said, *“It is an honour to be awarded the Retailer of the Year at such a prestigious award ceremony and to be recognised among the exceptional accomplishments of jewellery and gemstone companies and professionals. Winning this award reaffirms our leading position in the jewellery market as well as our strong brand positioning in the region.*”

*Over the years, we have always strived to expand our retail presence in the region while staying true to our commitment to provide quality products and services to our customers in all our markets. With a carefully planned retail distribution in force, we continue to introduce new product lines and create a unique shopping experience for our consumers based on current market trends and consumer’s preferences, allowing us to stay at the forefront of the industry.*

*We take pride on being a visionary company, striving to continuously challenge ourselves and going beyond to meet the ever-evolving needs and aspirations of smart, modern and globally-minded customers in Asia. Going forward, we will continue to build on our good work to strengthen our market leader position in the region.”*



The 2017 independent judging panel consists of 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; Yasukazu Suwa, Chairman of Suwa & Son, Inc. of Japan; and Mark Lee, Research Director of Asia Pacific Institute for Strategy.

The full list of awards recipients is available on the JNA Awards' website at [www.JNAawards.com](http://www.JNAawards.com).

For more information on the JNA Awards, please contact:

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### **About Soo Kee Group ([www.sookeegroup.com](http://www.sookeegroup.com))**

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 through its *Soo Kee Jewellery*, *SK Jewellery* and *Love & Co.* brands to cater 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. The Group is also engaged in the bullion business through its *SK Bullion* brand, offering a holistic service that allows consumers to buy, sell, store and track precious gold and silver assets at their convenience.

*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 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. Exclusively distributed by the Group, *SK Jewellery* also carries the *ALLOVE* brand of diamonds, which pushes the boundaries in diamond-cutting techniques with an all-new 81-facet cut, specifically created to maximise light performance, in Singapore and Malaysia.

*Love & Co.* 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.

*SK Bullion* is a trusted gold and silver dealer in Asia, offering an alternative investment platform for consumers to buy, sell and store precious gold and silver assets at their convenience. Leveraging on Singapore as a precious metals trade hub, *SK Bullion* is dedicated to offering a holistic investment platform to its regional customers.

### **About JNA ([www.jewellerynewsasia.com](http://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](http://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.

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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.*

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