



KTL GLOBAL LIMITED

(Incorporated in the Republic of Singapore under Registration Number 200704519M)

PRESS RELEASE

KTL Global Ventures Into Lab-Grown Diamonds with Strategic Collaboration Agreement

- *Lab-grown diamonds are a rapidly growing trend in the industry. Young diamond-buyers are drawn to them by price, transparency and for environmental reasons, with this segment of the market increasing by between 15% and 20% annually, according to a report commissioned by the Antwerp World Diamond Centre⁽¹⁾*

Singapore, 11 August 2021 – KTL Global Limited (“KTL” or the “Company”, and together with its subsidiaries, the “Group”), is pleased to announce that its wholly-owned subsidiary, Gold Heartland Pte. Ltd. (“Gold Heartland”) has signed a strategic collaboration agreement with X Diamond Capital Pte. Ltd (“X Diamond Capital”), Guangdong X Diamond Technology Co., Ltd. (“Guangdong X Diamond”), and WIN+ Pte. Ltd. (“WIN+”) to combine their complementary capabilities and business networks to harness the business opportunities in the lab-grown diamond industry.

Guangdong X Diamond and X Diamond Capital have built up strong product design capabilities, R&D expertise and an integrated manufacturing and supply chain for lab-grown diamonds. In addition, both companies have created the brand “X DIAMOND” for its lab-grown diamonds to build more brand awareness and loyalty.

Under the strategic collaboration agreement, Gold Heartland shall undertake the investment and management of the “X DIAMOND” brand, starting from a omni-channel brand development strategy and market research followed by the implementation of the omni-channel branding development strategy with a view to accelerate the international image of the “X DIAMOND” brand.

WIN+ shall be involved in the branding and marketing activities in accordance to the omni-channel branding development strategy to support the business activities of the online and offline “X DIAMOND” stores.

Adopting a global brand positioning approach, the first “X DIAMOND” flagship store will be started in Singapore, followed by the launch of the online “X DIAMOND” stores in Asia on a progressive basis.

Mr Chin Teck Oon, Executive Director of KTL, said: *“Lab-grown diamond has characteristics and qualities identical to a mined diamond.*

Particularly, younger consumers are increasingly concerned about environmental, social and corporate responsibility issues associated with mined diamonds.

With greater consumer acceptance for lab-grown diamonds, we believe that the lab-grown diamonds market will continue to expand rapidly and we look forward to harness the opportunities in this high-growth consumer market.”

(1) <https://www.bbc.com/future/article/20200207-the-sparkling-rise-of-the-lab-grown-diamond>



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This press release is to be read in conjunction with KTL's exchange filings on 11 August 2021, which can be downloaded via www.sgx.com.

About KTL Global Limited

(Bloomberg: KTLG:SP / Reuters: KTLG.SI / SGX Stock Code: EB7)

Listed on the Mainboard of the Singapore Stock Exchange, KTL Global Limited has a history of more than 100 years since its establishment.

In recent years, KTL Global Limited has established strategic partnerships and business ventures to harness new growth opportunities in the services, fresh produce and consumer retail industries.

For more information, please visit <https://www.ktl.group>

Issued on behalf of KTL Global Limited by 8PR Asia Pte Ltd.

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