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## News Release

20 August 2015

### SGX welcomes Soo Kee Group Ltd to Catalist

Singapore Exchange (SGX) today welcomed Soo Kee Group Ltd (Soo Kee Group) to Catalist under the stock code "42G".

Soo Kee Group is an established jeweller with a network of over 60 retail stores in Singapore and Malaysia. The company offers a diverse range of jewellery products and mementoes through its three brands – Soo Kee Jewellery, SK Jewellery and Love & Co. – each with its custom branding to cater to different market segments.

Peter Lim, Non-Executive Chariman, Soo Kee Group, said, "At Soo Kee Group, our mission is to challenge ourselves and go beyond to meet the evolving needs and aspirations of the smart and modern customers in Asia. We embrace creativity and excellence and stay committed to bring life to high quality jewellery products, and experiences that will inspire the imagination of our customers. Over the years, we have become a trusted name in the industry, and our jewellery has played a part in most Singaporean's lives, witnessing key events such as engagements, marriages, births and even business milestones. Through sincerity in our relationships with our customers and continual innovation in our craft, we strive to become the region's leading jeweller."

Mohamed Nasser Ismail, Head of SME Development & Listings, SGX, said, "We are pleased to welcome Soo Kee Group, an established Singapore company, to SGX. We look forward to supporting Soo Kee Group on its growth journey as it continues to ride on the rising consumer class in the region."

The listing of Soo Kee Group brings the total number of consumer sector companies on SGX to 161, with a combined market capitalisation of S\$141 billion. Following the listing, there are 163 companies listed on Catalist with a total market capitalisation of over S\$10 billion.

Soo Kee Group opened at \$0.30 today.

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#### About Soo Kee Group Ltd.

Headquartered in Singapore, Soo Kee Group Ltd. ("Soo Kee Group" 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.

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 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 Singapore Exchange (SGX)**

Singapore Exchange (SGX) is the Asian connecting investors in search of Asian growth to corporate issuers in search of global capital. SGX represents the premier access point for managing Asian capital and investment exposure, and is Asia's most international exchange with about 40% of companies listed on SGX originating outside of Singapore. SGX offers its clients the world's biggest offshore market for Asian equity index futures, centred on Asia's three largest economies – China, India and Japan.

In addition to offering a fully integrated value chain from trading and clearing, to settlement and depository services, SGX is also Asia's pioneering central clearing house. Headquartered in Asia's most globalised city, and centred within the AAA strength and stability of Singapore's island nation, SGX is a leading Asian counterparty for the clearing of financial and commodity products.

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