

PRESS RELEASE

Soo Kee Group Sparkles at the Jewellery News Asia (“JNA”) Awards 2016 as the Winner of the Outstanding Enterprise of the Year ASEAN Category

- **JNA Awards is one of the world’s most prestigious awards programme in the jewellery and gemstone industry**
- **Recognised for Group’s achievements and advances in the jewellery and gemstone industry**
- **Group remains committed to embrace innovation to further cement the Group’s position as the market leader**

15 September 2016 — **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, was awarded the Outstanding Enterprise of the Year ASEAN Category at the JNA Awards Ceremony and Gala Dinner held on Wednesday, 14 September 2016, at the InterContinental Hong Kong.



From left: Mdm Lim Liang Eng, Group Executive Director and Group Chief Operating Officer; Mr Lim Yong Sheng, Group Executive Director and Group Chief Executive Officer; Dato’ Sri Dr Lim Yong Guan, Group Non-Executive Chairman and Ms Tan Yang Hong.



From left: Dato' Sri Dr Lim Yong Guan, Group Non-Executive Chairman and Mr Nishit Parikh, Director of Diarough 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, the JNA Awards is one of the world's most prestigious 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. This marks the fifth year of the premier awards programme since its inception in 2012 to promote the achievements of industry stakeholders, raising industry standards and upholding best business practices.

The JNA Awards 2016 has Rio Tinto Diamonds and Chow Tai Fook as its Headline Partners, with Diarough Group, the Israel Diamond Institute Group of Companies ("IDI"), Shanghai Diamond Exchange, and Guangdong Land Holdings Limited ("GDLAND") serving as Honoured Partners. This year's event drew more than 100 highly qualified entries globally and 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 shortlisted.

Mr. Daniel Lim, Executive Director and CEO of Soo Kee Group said: *"It is an honour to be awarded the Outstanding Enterprise of the Year ASEAN Category for the JNA Awards. The winning of this award is a testimony to the determination, success and business excellence helmed by the Group."*

Soo Kee Group has come a long way over the past 25 years. From coming into the business of selling gold and diamonds, today Soo Kee Group is a public listed company, with three

popular household jewellery brands, Soo Kee Jewellery, SK Jewellery and Love & Co. All these years, we hold the core values of 'customer-centric, smart determination and creative innovation' very close to our heart. We believe that the active and progressive approach that we adopt in everything we do as well as the values we hold tight have led us this far. We have always been striving to remain at the forefront of the industry by responding quickly to our customers' changing needs and the changes in the market. Moving ahead, we remain committed to invest in product research and development to further cement our position as one of the market leader in the industry.

I would also like take this opportunity to extend my utmost appreciation to our management and staff, shareholders and business partners for their dedication and outstanding contribution. Without their relentless efforts and continued cooperation, the Group would not be able to achieve what it has done so far."

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.



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Incorporated in the Republic of Singapore on 13 June 2012



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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. UBM Asia provides 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 it organises 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 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 LVC Lovemark 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 offer a holistic investment platform to its regional customers.

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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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