

PRESS RELEASE

SOO KEE GROUP LTD. DRAWS POSITIVE INTEREST FROM INVESTORS

- ***Offer and Placement tranche fully subscribed***
- ***Largest IPO year-to-date on the SGX-ST by gross IPO proceeds raised***
- ***Commencement of trading on a “ready” basis expected to be at 9.00 a.m. on 20 August 2015***

Singapore, 19 August 2015 – 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, drew positive interest from investors for its initial public offering (“**IPO**” or “**Invitation**”) of 112.5 million shares (“**Invitation Shares**”) at S\$0.30 (“**Invitation Price**”) per Invitation Share, in connection with its listing on Catalist, the sponsor-supervised listing platform of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”).

United Overseas Bank Limited (“**UOB**”) is the Sponsor, Issue Manager, Underwriter and Placement Agent for this IPO.



As at the close of the Invitation at 12.00 noon on 18 August 2015, there were 1,090 valid applications received for the 9,000,000 Offer Shares available to the public for subscription. These applicants applied for a total of 29,993,000 Offer Shares, representing application monies amounting to approximately S\$9.0 million. The Placement Shares of 103,500,000 with application monies of S\$31.1 million have been fully and validly subscribed.

Mr. Lim Yong Sheng (“林雍胜”), Executive Director and Group Chief Executive Officer, remarked on the robust support for Soo Kee Group’s IPO, “We are glad to have successfully closed our IPO. We have consciously earmarked the size of our IPO’s Offer tranche to be relatively large to allow the general investing public, many of whom are familiar with our brands, to participate in the growth journey of Soo Kee Group, a home grown business.”

“The positive interest from investors for our IPO is a testament to the investment community’s confidence in our long-term prospects, the strong brand equity of Soo Kee Group and our vision of bringing to life high quality, beautifully designed jewellery products, and inspiring experiences to our customers. On that note, we would like to thank investors as well as our customers and partners for their support in enabling Soo Kee Group to reach this significant milestone.”

The gross IPO proceeds raised was approximately S\$33.8 million. The Group intends to utilise the net IPO proceeds of approximately S\$31.6 million for the expansion of the Group’s network of retail stores and introduction of new product lines; capital expenditure for its new Changi Business Park Headquarters including its jewellery product design and development facilities and equipment which will be housed at the same premises; repayment in part of loans in connection with the construction of the new Changi Business Park Headquarters; and for working capital and general corporate purposes.

Based on the Invitation Price of S\$0.30 per Invitation Share and Soo Kee Group's post-Invitation share capital of 562,500,000 Shares, the market capitalisation of the Company is approximately S\$168.8 million.

The commencement of trading of Soo Kee Group's shares on a "ready" basis on Catalist is expected to be at 9.00 a.m. on 20 August 2015.

About Soo Kee Group Ltd.

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.

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.

ISSUED ON BEHALF OF : Soo Kee Group Ltd.

BY : Citigate Dewe Rogerson, i.MAGE Pte Ltd
55 Market Street
#02-01
SINGAPORE 048941

CONTACT : Ms Chia Hui Kheng / Mr Han Zhongchou
at telephone

DURING OFFICE HOURS : 6534-5122 (Office)

AFTER OFFICE HOURS : 9690-3841 / 9154-3765 (Handphone)

EMAIL : huikheng.chia@citigatedrimage.com
zhongchou.han@citigatedrimage.com

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*This Press Release does not purport to be complete and is qualified in its entirety by, and should be read in conjunction with, the full text of the offer document of Soo Kee Group Ltd. dated 11 August 2015 (the “**Offer Document**”) that has been registered by the SGX-ST acting as agent on behalf of the Monetary Authority of Singapore, including but not limited to the sections entitled “**Risk Factors**” and “**Cautionary Notes Regarding Forward-Looking Statements**” of the Offer Document.*

The information contained in this Press Release should not be relied on as any representation or warranty by Soo Kee Group Ltd.. This Press Release includes forward-looking statements provided with respect to the anticipated future performance of the Group. Such forward-looking statements reflect various assumptions of the management concerning the future performance of the Group. Accordingly, there can be no assurance that such projections and forward-looking statements will be realised. The actual results may vary from the anticipated results and such variation may be material. No representations or warranties are made as to the accuracy or reasonableness of such assumptions or the forward-looking statements based thereon.

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

The contact persons for the Sponsor are Mr Khong Choun Mun, Managing Director, Equity Capital Markets and Mr David Tham, Senior Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, Telephone: +65 6533 9898.