

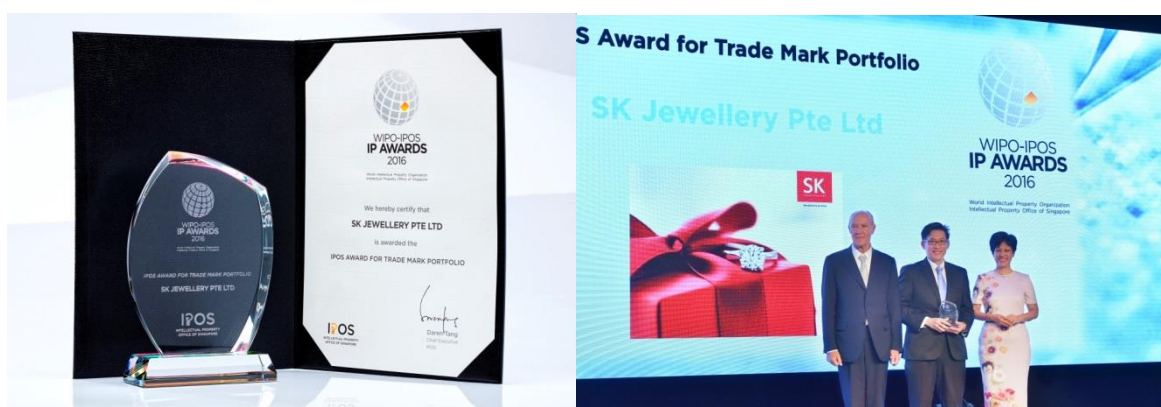
PRESS RELEASE

Soo Kee Group's SK Jewellery Wins 2016 IPOS Award for Trade Mark Portfolio

- **Recognised for Group's success in leveraging on their trade mark portfolio as a growth strategy**
- **Testament to Group's strong business model and effective marketing and branding strategies to raise brand profile and generate revenue**
- **Innovation is critical aspect of Soo Kee's business allowing the Group to stay ahead of the curve and enhance market leadership**

Singapore, 24 August 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, announced today that its proprietary brand offering extensive range of fashionable jewellery and mementoes, SK Jewellery, has won the Intellectual Property Office of Singapore's (IPOS) award for Trade Mark Portfolio. The award recognises SK Jewellery's success in leveraging on their trade mark portfolio as a growth strategy to raise awareness of its brand and generate revenue.

The joint WIPO-IPOS IP Awards, the only intellectual property ("IP") Awards of its kind in Singapore, by the World Intellectual Property Organisation (WIPO) and the IPOS recognise outstanding organisations in Singapore which leverage successfully on their intellectual properties. SK Jewellery was presented the IPOS Award for Trade Mark Portfolio by Ms. Indraneel Rajah, Senior Minister of State for Ministry of Finance and Ministry of Law, and Dr. Francis Gurry, Director General of World Intellectual Property Organisation during IP Week @ SG 2016 on 23 August 2016 at Marina Bay Sands.



Mr. Daniel Lim ("林雍胜"), Executive Director and CEO of the Company, said "We are honoured to be the winner of the IPOS award in the Trade Mark Portfolio category. Winning this award is a testament to our strong business model and effective marketing and branding strategies that drive the Group's success. IP integration is integral in our business model and is an invaluable asset to driving innovation. We pride ourselves in our innovative designs and initiatives, a critical aspect of the business which we commit to, that has also allowed us

to stay ahead of the curve and fortify our market leadership. We continue to strive ahead to differentiate our products and services through innovation to meet the ever-evolving needs of our customers.”

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About the WIPO-IPOS Awards

As the only IP Awards of its kind in Singapore, the joint WIPO-IPOS IP Awards by the WIPO and the IPOS recognise outstanding organisations in Singapore which leverage successfully on their IP. These organisations build competitive edges through strategic use of IP, are leaders in capitalisation of opportunities present in the global IP economy, and serve as an inspiration for others. Since 2013, the WIPO-IPOS IP Awards has recognised 12 organisations including research institutions, MNCs and SMEs.

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. 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.

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.

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