



PRESS RELEASE

Soo Kee Group Adopts Sarine Profile™ to Enhance Diamond Buying Experience

Hod Hasharon, Israel, 26 July 2016 – Singapore Exchange Mainboard-listed Sarine Technologies Ltd (“Sarine”) (U77:SI), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing and trading of diamonds and gems, and Soo Kee Group Ltd. (“Soo Kee Group”), Singapore’s leading and established jeweller, also listed on the Singapore Exchange, are pleased to announce that they have partnered in bringing the unique Sarine Profile™ diamond display paradigm including Sarine’s unique light performance grading to Singapore and Malaysia. Love & Co., Soo Kee Group’s bridal specialist brand will launch the Sarine Profile™ as a cornerstone of its in-store and online customer experience.

Love & Co., specialising in bespoke bridal jewellery, particularly, engagement rings and wedding bands, is the first jewellery retailer in Asia to adopt the all-digital version of the Sarine Profile™, foregoing printed reports completely and integrating the digital reports with their inventory and communications systems. The Sarine Profile™ will be launched on its proprietary LVC Lovemark diamond collection in Love & Co. stores in Singapore and Malaysia. As the world’s cutting-edge sales platform designed to tell the diamond story from all its many facets, Sarine Profile™ is an ideal match for Love & Co., which aims to provide a personalised consumer experience. Love & Co.’s selection of the Sarine Profile™ is focused on delivering an up-to-date, visual presentation package that appeals directly to the younger generation of diamond jewellery buyers, enhancing their experience throughout the purchase process, with comprehensive imaging and grading information of the diamond’s quality and beauty. For more details on the capabilities of the Sarine Profile™, please visit <http://sarine.com/sarine-profile/>.

In a joint statement, Uzi Levami, Chief Executive Officer of Sarine, and Daniel Lim, Executive Director and Chief Executive Officer of Soo Kee Group, commented, "We are delighted to partner with Sarine to provide the highest quality digital information, both quantifiable and measurable, as well as qualitative and visual, in graphical and video format for Love & Co.’s



premium LVC Lovemark diamond, in order to enhance the entire customer experience - from the browsing and selection stages, through to the final purchase. This is a significant step for both our companies, and it reflects our shared vision for a 21st century consumer experience in the diamond jewellery market. Furthermore, being the first-of-its-kind partnership between two of Singapore's leading publicly-traded companies, this cooperation is a source of pride and a celebration of the shared vision held by both companies."

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.

About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing systems for diamond and gemstone production. Sarine products include diamond Cut, Color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond visualisation systems. Sarine systems have become an essential gemology tool in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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