

SAMURAI 2K AEROSOL LIMITED
(Company Registration Number 201606168C)
(Incorporated in the Republic of Singapore)

BUSINESS UPDATE: SAMURAI 2K AEROSOL LIMITED TO SHOWCASE ITS COATING SOLUTION AT THE SEMA SHOW 2017, UNITED STATES OF AMERICA.

SINGAPORE, 3 October 2017 – Samurai 2K Aerosol Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announced today that the Group, through its wholly-owned subsidiary, Samurai 2K USA Inc (“**Samurai USA**”) will be participating at the upcoming Specialty Equipment Market Association Show 2017, (“**SEMA Show**”) to be held at Las Vegas, the United States of America from 31 October to 3 November 2017.

Executive Director and Chief Executive Officer, Mr Ong Yoke En said, “We are pleased to inform that we have developed two new ranges of two-component aerosol spray-on paint for the automotive industry, targeting truck bed liner application. A polyurethane-based formulation was developed for commercial professional usage, while an isocyanate-free formulation was developed for household DIY uses. The isocyanate-free formulation reduces the chances of irritating the eyes and gastrointestinal and respiratory tracts. It is our collective goal to provide high quality aerosol products with high level of safety for the users.”

Mr Ong explained why he had chosen SEMA Show to showcase this range of products, “SEMA Show is the premier automotive specialty products trade event in the world. The exhibition draws the industry’s brightest minds and hottest products to Las Vegas and we will tap on the show to make our maiden foray into the North American market. We have identified North America as our next engine of growth after successfully penetrating emerging markets such as Indonesia, Thailand and Philippines.”

Mr Ong further elaborated that one of the Group’s key success factors has been to focus on users’ satisfaction. Hence, the Group has been intensifying its marketing and promotion efforts on educating end-users in emerging markets on the usage of its aerosol products. This strategy has helped the Group achieves strong demands for its products, especially in the Indonesian market. Mr Ong hopes to make in-roads to the North American market using the same strategy.

About the Group

The Group is a leading aerosol coating specialist with a focus on high performance coating solutions for the automotive refinishing and refurbishing industry. We are principally engaged in the manufacturing, distribution and marketing of our products under our own brands, including “Samurai”, “Kurobushi”, “Kameleon”, “Canbrush”, “Ninjutsu”, “Geigi”, “CanArt” and “Bushido”.

About SEMA Show 2017

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry’s brightest minds and hottest products to one place, the Las Vegas Convention Center. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more.

The 2016 SEMA Show drew more than 70,000 domestic and international buyers. The displays are segmented into 12 sections, and a New Products Showcase featured nearly 3,000 newly introduced parts, tools and components. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more.

By Order of the Board

Ong Yoke En
Executive Director and Chief Executive Officer
3 October 2017

Samurai 2K Aerosol Limited (the "**Company**") was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") on 16 January 2017. The initial public offering of the Company was sponsored by UOB Kay Hian Private Limited. (the "**Sponsor**").

This announcement has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the SGX-ST Listing Manual Section B: Rules of Catalist. The Sponsor has not verified the contents of this announcement.

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

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