

PRESS RELEASE

SK Jewellery Group continues regional expansion with opening of *Love & Co.*'s flagship store in Bangkok, Thailand

- Store is located at CentralWorld, the largest lifestyle shopping destination in Bangkok
- Seeks to grow its geographical footprint in the region while capitalising on the untapped opportunities existing in Thailand's wedding jewellery market
- Group to continue strengthening its presence in Thailand with upcoming store openings planned for the current fiscal year

Singapore, 3 July 2018 – SK Jewellery Group Limited (“SK Jewellery Group” or the “Company” and, together with its subsidiaries, the “Group”) (“SK 珠宝集团”), announced today the official opening of its flagship *Love & Co.* store in Bangkok, Thailand. This marks the Group's first foray into Thailand under its bridal specialist brand, after its recent expansion into the People's Republic of China (“PRC”) during the first half of 2018.



Love & Co.'s store at CentralWorld, Bangkok

The store is located at CentralWorld, the largest lifestyle shopping destination in Bangkok. With a myriad of shopping options available, from designer boutiques and trendy fashion stores to exquisite jewellery retailers, its distinctive target market of individuals with high

purchasing power and discerning tastes provides an effective avenue for the Group to capitalise upon. This allows the Group to lay the foundation for stronger brand presence within the Thailand market, and also sets the stage for a new era of growth in the country's wedding jewellery sector.



Love & Co., The Love Jewellery Authority

Physical gold has always been a popular asset in Asia, with it being used by Thai locals for purposes such as investments, ornaments and gifts for newborns and weddings¹. Thailand, being the continent's third largest gold market after India and the PRC, presents immense untapped potential for the Group to capitalise upon. With the diamond retail and wedding jewellery market in the country still relatively undeveloped, there is opportunity for a strong contemporary jewellery brand such as *Love and Co.* to penetrate the market and appeal to Thailand's growing population of discerning consumers.

¹ <http://www.sbma.org.sg/asean-bullion-market/thailand/>



Showcase of *Love & Co.*'s signature Lovemarque diamond

On the potential of Thailand, Mr. Daniel Lim (“林雍胜”), Chief Executive Officer of SK Jewellery Group commented, **“Our entry into Thailand’s wedding jewellery market is timely as the luxury goods market continues to be on the rise, well-supported by increasing affluence and rising consumerism in the country. In addition, Thailand’s large population size of 68 million people presents a huge and untapped market of growth opportunities, while serving as a valuable distribution channel. Going forward, we intend to open more *Love & Co.* retail points in key cities of Thailand, to bring forth our collection of bespoke jewellery and unique brand experience to customers in Thailand.”**

Partnering the Group in its new foray is Aurora Design Co. Ltd (“**Aurora**”), a leading retailer of gold ornament and fine jewellery in Thailand. Through the combined synergies of the two companies, the Group seeks to establish its foothold by leveraging on Aurora’s extensive retail network and experience in Thailand. Aurora’s familiarity with the local legal framework and established relationships with developers and landlords of retail malls should further support the Group’s expansion plans within Thailand.

Aniwat Srirungthum, Chief Executive Officer of Aurora, said, **“We are very excited with this new milestone achieved today. The joint collaboration between SK Jewellery Group and Aurora not only represents new growth opportunities for both companies, it also allows us to expand our revenue base while continuing to deliver the best customer experience. As we enter this new chapter together, we look forward to further strengthening our market positioning in Thailand while meeting the demands of the evolving retail jewellery landscape.”**

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About Aurora Design Co. Ltd

Established in 1973 by the name of “Sui Seng Heng” Gold Ornament Shop, Aurora Design Co., Ltd’s (“**Aurora**” and together with its subsidiaries, the “**Aurora Group**”), businesses and products include gold investment, sale of gold ornament and fine jewellery. Based in Thailand, Aurora adheres to business measures mandated by the Gold Traders Association of Thailand and owns one of the largest market shares of gold ornaments and fine jewellery sold in over 170 stores in Thailand today.

The Aurora Group’s business also includes gold bullion trading under its subsidiary Aurora Trading Co., Ltd. (“**Aurora Trading**”) which was established in 2010. Currently, Aurora Trading provides a full suite of services, from brokerage to the import-export of gold bullion from and to foreign countries such as Switzerland, Australia and Singapore.

For more information on the Aurora Group, please refer to its website at <https://aurora.co.th/>.

About SK Jewellery Group Limited

Headquartered in Singapore, SK Jewellery Group Limited (“**SK Jewellery 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, SK Jewellery 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 *Lovemarque* 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 offering a holistic investment platform to its regional customers.

For further information about SK Jewellery Group, please refer to its website at <https://www.skjewellerygroup.com>.

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*This press release (“**Press Release**”) has been prepared by SK Jewellery Group Limited (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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