



PRESS RELEASE

SK Jewellery Group registered higher profit, net of tax yoy of S\$1.8 million for Q1-2019, with higher net profit margin of 4.6%

- Increase of 2.7% in profit, net of tax yoy was due mainly to lower selling and promotional expenses in Singapore for the jewellery segment.
- Net increase in cash and cash equivalents of S\$1.1 million in Q1-2019 was due mainly to an increase in net cash flows from operating activities and a decrease in net cash flows used in financing activities.
- Group seeks to further enhance its presence in the People's Republic of China ("PRC") with a focus on growth *via* franchisees for the PRC.

Singapore, 14 May 2019 – SK Jewellery Group Limited ("SK Jewellery Group" or the "Company" and, together with its subsidiaries, the "Group", "SK 珠宝集团"), announced today its financial results for the three-month financial period ended 31 March 2019 ("Q1-2019").

Financial Highlights

S\$'000	Q1-2019	Q1-2018	Change (%)
Revenue	39,386	48,585	(18.9)
Profit, net of tax	1,816	1,769	2.7
Net profit margin (%)	4.6	3.6	+100 bps
Net increase/(decrease) in cash and cash equivalents	1,113	(714)	n.m.

The Group's profit, net of tax and net profit margin increased by 2.7% and 100 basis points respectively year-on-year ("yoy") in Q1-2019. This was mainly due to lower selling and promotional expenses in Singapore for the jewellery segment.

In Q1-2019, there was a net increase in cash and cash equivalents of S\$1.1 million as compared to a net decrease of S\$0.7 million for Q1-2018. This was mainly attributed to an increase in net cash flows from operating activities and a decrease in net cash flows used in financing activities of S\$1.0 million and S\$0.9 million respectively. As at 31 March 2019, the Group's financial position remained healthy with cash and cash equivalents amounting to S\$18.0 million.

Commenting on the Group's results, Mr. Daniel Lim ("林雍胜"), Chief Executive Officer of SK Jewellery Group said, "The Group's performance for Q1-2019 has been positive, despite persisting uncertainties in the markets and a more challenging macroeconomic environment. Going forward, we will continue to explore various initiatives aimed at enhancing our brand equity and positioning us for future growth. Specifically for the PRC and Thailand, we seek to further enhance our presence in these regions, with a focus on growth *via* franchisees in the PRC."

#End#

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Company Registration No.: 201214694Z
Incorporated in the Republic of Singapore on 13 June 2012



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.

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.

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 has been reviewed by the Company’s sponsor, United Overseas Bank Limited (the “**Sponsor**”) for compliance with Rules 226(2)(b) and 753(2) of the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) Listing Manual Section B: Rules of Catalyst. This Press Release has not been examined or approved by the SGX-ST. The SGX-ST assumes 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 person for the Sponsor is Mr Lim Hoon Khat, Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, Telephone: +65 6533 9898.*