

## PRESS RELEASE

### **Soo Kee Group Partners De Beers' IIDGR in Asia's First Retailer Diamond Grading Partnership**

- **The International Institute of Diamond Grading & Research ("IIDGR") is part of the De Beers Group of Companies, the world's leading diamond company**
- **Each *Lovemark* diamond will bear the inscription of Love and Co.'s rose hallmark and IIDGR's unique identification number**
- **IIDGR's grading service employs De Beers' proprietary technology to provide accurate and consistent assessment, enhancing quality assurance of the *Lovemark* diamond collection**

**Singapore, 9 February 2017 – 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 it will be the first Asian partner of The International Institute of Diamond Grading & Research ("IIDGR"), part of the De Beers Group of Companies, for polished diamond grading services.

Soo Kee Group is the exclusive retailer in Singapore to offer bespoke IIDGR grading reports through its bridal specialist brand, Love & Co., for the proprietary *Lovemark* diamond collection.

With the use of highly advanced technology, each *Lovemark* diamond will bear the inscription of both Love and Co.'s rose hallmark and IIDGR's unique identification number. The *Lovemark* diamond is responsibly sourced, stringently selected and crafted to receive the highest cut grade – Excellent – by IIDGR.

Upon assessment, each *Lovemark* diamond will be paired with a certificate issued by IIDGR and will carry the independent approval of the Société Générale de Surveillance which ensures compliance with the most stringent international diamond grading standards.

Part of the world's leading diamond company and combining more than 120 years of diamond industry experience with the innovative technology solutions developed in-house at De Beers, IIDGR has a rich heritage of providing accurate and consistent assessment

services for naturally occurring diamonds in their laboratories based in the United Kingdom, India and Belgium.

On the partnership, Jonathan Kendall, President of IIDGR, said, *“IIDGR is pleased to be able to partner Soo Kee Group in our journey to bring confidence to customers with our advanced grading technology and expertise. Backed by a grading report with more than 120 years of De Beers Group’s diamond experience, a consumer can be confident that the diamond is natural, free of treatments and independently assessed.”*

Mr. Daniel Lim (“林雍胜”), Executive Director and CEO of Soo Kee Group, added, *“We are honoured to be part of the very first retailer diamond grading partnership in Asia and to work alongside the most established diamond company in the world. We believe this partnership will enhance the quality assurance of our Lovemarque diamond collection and provide customers with an additional layer of confidence when they shop with us. This is also a reflection of our strong commitment to deliver product excellence and high quality diamonds to our customers.”*

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### **About The De Beers Group of Companies (“De Beers”)**

De Beers is a member of the Anglo American plc group. Established in 1888, De Beers is the world’s leading diamond company with expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers employs more than 20,000 people across the diamond pipeline, and is the world’s largest diamond producer by value, with mining operations in Botswana, Canada, Namibia and South Africa. As part of the company’s operating philosophy, the people of De Beers are committed to **Living up to Diamonds** by making a lasting contribution to the communities in which they live and work, and transforming natural resources into shared national wealth.

For further information about De Beers, please refer to its website at <http://www.debeersgroup.com>.

### **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 offering a holistic investment platform to its regional customers.

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ISSUED ON BEHALF OF : Soo Kee Group Ltd.

BY : Financial PR Pte Ltd  
4 Robinson Road #04-01  
The House of Eden  
Singapore 048543

CONTACT : Mr Ngo Yit Sung / Ms Sheryl Sim

OFFICE : (65) 6438 2990

EMAIL : [yitsung@financialpr.com.sg](mailto:yitsung@financialpr.com.sg) /  
[sheryl@financialpr.com.sg](mailto:sheryl@financialpr.com.sg)

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Soo Kee Group Ltd.  
7 Changi Business Park Vista, #01-01 Singapore 486042  
Phone: (65) 6744 6933 · Fax: (65) 6842 0433  
Company Registration No.: 201214694Z  
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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.*

*The contact person for the Sponsor is Mr Lim Hoon Khiat, Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, Telephone: +65 6533 9898.*