

## PRESS RELEASE

### Soo Kee Group's 1H-2016 revenue grew 10.6% on higher demand for its jewellery products and mementoes

- *1H-2016 profit, net of tax attributable to equity holders of the Company decreased 41.5% to S\$3.1 million mainly due to higher material costs and costs incurred in relation to the Group's Changi Business Park Headquarters*
- *Official launch of SK Bullion represents a strategic move to capitalise on opportunities in the growing bullion industry*
- *Continues to drive product and service innovation with newly opened SOOKEE HQ and through partnership with Sarine Technologies*

Singapore, 10 August 2016 – 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, reported a 10.6% year-on-year increase in its revenue to S\$72.3 million for the half year ended 30 June 2016 (“1H-2016”) driven by higher demand for its jewellery products and mementoes.

#### Financial Highlights

S\$'000, unless otherwise stated	Q2-2016	Q2-2015	Change (%)	1H-2016	1H-2015	Change (%)
Revenue	35,583	30,426	16.9	72,266	65,329	10.6
Material costs	21,021	15,612	34.6	41,120	33,518	22.7
Employee benefits expense	4,608	4,402	4.7	9,571	9,003	6.3
Depreciation and amortisation expense	1,082	554	95.3	2,117	1,082	95.6
Other expenses	7,649	7,362	3.9	15,589	14,771	5.5
Profit, net of tax	565	1,974	(71.4)	3,152	5,362	(41.2)
Profit, net of tax attributable to equity holders of the Company	552	1,974	(72.0)	3,139	5,362	(41.5)

Material costs increased by S\$7.6 million or 22.7% from S\$33.5 million in 1H-2015 to S\$41.1 million in 1H-2016. The more than proportionate increase in material costs as compared to the increase in revenue in 1H-2016 was mainly due to the product mix.

Employee benefits expense increased by S\$0.6 million or 6.3% to S\$9.6 million in 1H-2016 mainly due to the increase in directors' remuneration and directors' fees in conjunction with the Company's initial public offering on the Catalist of the Singapore Exchange Securities Trading Limited in August 2015.

Depreciation and amortisation expense for 1H-2016 increased by S\$1.0 million, or 95.6%, mainly due to depreciation expenses for the Group's Changi Business Park Headquarters (“SOOKEE HQ”) and amortisation expenses of the land use-rights relating thereto, from November 2015, upon completion of the SOOKEE HQ.

The Group recorded lower profit attributable to equity holders of the Company of S\$3.1 million for 1H-2016 from S\$5.4 million a year ago.

For the three-month period ended 30 June 2016 (“**Q2-2016**”), the Group recorded higher revenue of 16.9% to S\$35.6 million from S\$30.4 million over the same corresponding period (“**Q2-2015**”). Net profit attributable to equity holders in Q2-2016 fell 72.0% to S\$0.6 million.

As at 30 June 2016, the Group’s balance sheet remained healthy with cash and cash equivalents amounting to S\$27.9 million.

On 26 July 2016, the Group officially launched SK Bullion to provide buy, sell and insured storage services for investment grade gold, silver and a wide array of other precious metals handpicked from reputable mints and refineries, which are also accessible at the consumer’s convenience through its one-stop e-bullion platform ([www.skbullion.com](http://www.skbullion.com)). The first SK Bullion store will be opened in August 2016 at Clifford Centre, strategically located in the heart of Raffles Place, the financial district of Singapore.

On the Group’s future plans, Mr. Daniel Lim (“林雍胜”), Executive Director and Chief Executive Officer, commented, “**The foray into the bullion business is a strategic move at a time when more investors are seeking safe assets and are allocating more wealth to the safety of bullion than to other financial assets. In addition, Singapore is enhancing her position through IE Singapore, as a precious metals trading hub. Leveraging on the Group’s strong brand and wide customer base, SK bullion is poised to capitalise on these opportunities regionally and internationally.**

**We also believe in the importance of driving top-line growth and streamlining operational efficiencies, improving productivity and investing in product research and development to enhance our market leadership in the industry. The SOOKEE HQ, which was officially opened this month, supports our product design and research, branding, testing and assurance, ecommerce, logistics and training activities, and will be a springboard for our future growth.”**

In line with the Group’s constant commitment towards launching new products and differentiated services in the market, the Group had announced, on 26 July 2016, a partnership with Sarine Technologies Ltd. Love & Co., is the first jeweller in Asia to adopt the unique Sarine Profile™ diamond display paradigm including Sarine’s unique light performance grading to enhance its in-store and online customer diamond shopping experience and appeal directly to the younger generation of diamond jewellery buyers.

###

### **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.

---

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)

---

*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*

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  
Incorporated in the Republic of Singapore on 13 June 2012



*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 persons for the Sponsor are Mr Khong Choun Mun, Managing Director, Equity Capital Markets and 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.*