



[For Immediate Release]

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**SUGA RECEIVES “MANAGEMENT EXCELLENCE AWARD 2014”
FROM THE INTERNATIONAL INSTITUTE OF MANAGEMENT**

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SUGA International Holdings Limited (“SUGA”/ “the Group”) (stock code: 912), announced that its subsidiary SGI Venture Limited (“SGI”) has received the “Management Excellence Award 2014” from The International Institute of Management (IIM) for its excellence in management.

SGI designs, manufactures and sells smartphone accessories featuring various wireless technologies. It focuses on the development of Bluetooth Low Energy accessories, as well as an associated social networking platform. In 2013, SGI completed eight technical improvement projects, and has filed 11 patent applications in China, US and Hong Kong as of to date.

Dr. C. H. Ng, Chairman of SUGA, said, “We are delighted that SGI has gained recognition from an independent professional organization for its management excellence. Its goal is to create technologies that bring convenience to people’s daily lives, and is realizing this mission through smartphones, which are ubiquitous and enable everyone to access the internet at any time. Looking ahead, we will continue listening to our customers, understanding their opinions and subsequently adding the most relevant contents and features into our products. The management will also look forward to witnessing the launch of more cutting-edge products from SGI.”

The Management Excellence Award (ME) Scheme was introduced by IIM in 2013. The IIM ME Award Scheme adopts a holistic approach, taking into account a number of factors such as strategy formulation, internal communication, organizational learning/knowledge management, innovation, customer and employee engagement, and Corporate Social Responsibility (CSR).

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