



[For Immediate Release]

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SUGA CELEBRATES 25TH ANNIVERSARY

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Suga International Holdings Limited (“SUGA”/ the “Group”) (stock code: 912), hosted a cocktail reception at Island Shangri-La, Hong Kong today to celebrate its 25th anniversary, with Dr Lo Wai Kwok, Representative of the Engineering Functional Constituency of the Legislative Council, as officiating guest and the gracing by luminaries from the electronics, investment and banking industries.

Since it was founded in 1991, SUGA has been committed to capturing every opportunity through innovation and upholding the spirit of striving for perfection. Just 11 years later, it earned listing status on the Main Board of the Stock Exchange of Hong Kong, and in 25 years, has grown and developed into an electronics total solutions provider with its own professional R&D team and a diverse professional electronic product portfolio, serving leading companies in various industries. To date, it boasts a clientele comprising enterprises in the US, Europe and Japan, testifying to its brilliant achievements.

SUGA has never stopped innovating on the back of its groundwork and seizing market opportunities. In recent years, it has applied “Internet of Things” (IoT) technology on different products, upgrading and transforming them and in doing so secured more prominent customers. In July this year, the Group completed the construction of Phase II of its High-tech Industrial Park in Dongguan and, by consolidating its production facilities, has further boosted its production efficiency, giving it the solid foundation for effecting business development.

SUGA has been looking for opportunities to diversify its business and generate added value. Thus, on top of its core electronics business, the Group has started tapping the growing petcare market in mainland China and Hong Kong in recent years. Using IoT technology which is finding new applications every day, the Group will develop an innovative pet ecosystem. On the offline business front, in addition to distributing pet food and products in Hong Kong, the Group has also established subsidiaries in the free trade zones in Nansha and Tianjin to serve the petcare markets in Northern and Southern China. In addition, SUGA plans to launch its own pet food brand “Brabanconne”. The series of products is tailored for pets in Asia by a veterinarian graduated from the University of Cambridge in the UK and manufactured in Europe by the Group’s Belgian partner. The Group believes that imported pet food has immense market potential.

As for online business, the Group’s self-developed pet social apps, namely “Chongmi” and “PetNfans”, offer pet owners in mainland China and Hong Kong an online advisory and exchange platform. PetNfans has won for the Group a number of technology awards evidencing the wide market recognition it enjoys. In the media market, the Group’s Beijing arm leverages the digital media with micro films to promote the Group’s brands, which was well received by the market. Applying its proven edges in electronic technology, the Group has developed a series of smart electronic pet products that can help improve the life and health of pets, and collect and build relevant big data at the same time, namely PETBLE[®] SmartBowl and PETBLE[®] SmartTag. Looking ahead, with pet business set to become one of its core pursuits, SUGA is determined to stand out as a leader in the pet market in mainland China and Hong Kong.

SUGA has been active in fulfilling its corporate social responsibility while expanding its business. It has strictly adhered to the principle of “sustainable supply chain development” in operating its business. Over the years, the Group has been recognised by the government and society for its environmental protection efforts. Committed to giving back to the society in which it is rooted, the Group participates in various charitable events every year.

Dr C H Ng, Chairman of SUGA, said, “In just 25 years, SUGA has grown from a small company with seven employees into an enterprise with an about 2,000-strong staff, but it has not been all smooth sailing and easy. I would like to thank our customers for their unwavering support and our staff for their dedication over the years. We are also happy to see our business partners growing with us and becoming leaders today in their respective industries and that gives us a sense of pride. In the days ahead, we will continue to improve our R&D capability, broaden our market coverage and product portfolio, in order to achieve yet greater success and head towards the next milestone together with our business partners, as well as create long-term value for shareholders.”

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