



*For Immediate Release*

**30 AUGUST 2018**

**WEPET AGAIN EXHIBITS PROPRIETARY PET FOOD BRAND  
“BRABANCONNE” AT PET FAIR ASIA**

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**PRE-SALE OF PET WEIGHT LOSS PLAN IS WELL-RECEIVED**

(Shanghai, 30 August 2018) – WePet Holdings Ltd (“WePet” or the “Group”) under **Suga International Holdings Limited** (“SUGA”) (stock code: 912), a leading electronics total solutions provider with a fast growing pet food and accessories business, has participated in Pet Fair Asia for the second consecutive year, during which the Group introduced its proprietary pet food brand “Brabanconne”(爸媽寵) and a pet weight loss plan using a wearable gauging device to those concerned about the health of their overweight pets in mainland China.

The 21<sup>st</sup> Pet Fair Asia was held over five-days at Shanghai New International Expo Center, concluding on 26 August. In parallel with the rapid growth of the pet industry in China, the exhibition has expanded in scale with 10 exhibition halls this year, attracting 1,300 domestic and foreign exhibitors and 16,000 brands under the same roof, all targeting China’s domestic pet industry which is valued at over RMB100 billion.

Among the brands and products, “Brabanconne” was well-received by consumers with its pet food formula specially developed for the physical well-being of pets in Asia and manufactured in Belgium. All exhibits were sold out by the last day of the event. Besides, the Group has also launched the pre-sale of a set of pet weight loss plan at Pet Fair Asia (“Brabanconne” smart hardware + “Brabanconne” 881 regular diet) this year, aiming to effectively control the weight of pets, prevent disease and improve pet living quality. The product enables pet owners to check the daily activity level of their pets, monitor indicators and consult vets online. Pet owners can easily monitor the daily activity level of their pets through the app, precisely calculate the protein required and prepare the recommended diet, so as to keep their pets physically fit and healthy.

To stand out from its peers, the Group also made special offers to attract customers, including giving away canned cat food, canine moon cakes, normal packaged food and samples worth hundreds of thousands of Renminbi. It also invited 101 obese pets to join a weight loss plan. Featuring quality food, innovative technological products, eye-catching booth design and special marketing activities, the booth of WePet attracted over 800 pet shop owners and distributors to discuss possible cooperation from all over China.

Mr. Anthony Ng, CEO of WePet, said, “We are pleased to join this annual event in the pet industry of China again, to familiarize more consumers with the ‘Brabanconne’ brand. Capitalizing on our strong and innovative technologies, we are striving to build a pet health ecosystem. In the meantime, we will continue to enhance R&D as well as promotion, in order to bring our products to every corner of China, and satisfy the strong need for quality petcare products from local consumers.”

**Photo caption**

Photo 1



A series of pet food products under WePet’s proprietary brand “Brabanconne”

Photo 2



WePet’s booth at Pet Fair Asia effectively promotes the “Brabanconne” brand