



*[For Immediate Release]*

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**7 JULY 2022**

## **SUGA Proprietary Pet Food Brand "TeenyTiny" Launches New Line of Fresh, Grain-free Cat Food in China Market**

### **Provides Quality Cat Food to Pet Lovers Across the Country**

**SUGA International Holdings Limited** ("SUGA" or the "Group") (stock code: 912), a leading electronics total solutions provider that also operates a pet food and pet accessories business, announced that its pet operation has launched a line of fresh, grain-free cat food in China via the "TeenyTiny" domestic brand, thus bringing higher quality cat food to cat owners across the country.

To ensure the safety and wellbeing of pets, "TeenyTiny" delivers health and balanced nutrition to animals through continuous improvements in quality standards, research and development, and production. With no preservatives, chemical additives or harmful ingredients, the new line of fresh, grain-free cat food is one of the very few products of its kind that has attained 83 international, US and European standards. Cat owners can therefore let their beloved feline enjoy the new selection of food without worries. The product line can now be purchased via catteries, offline pet food retailers and online channels.

In response to the market demand, SUGA has formed a senior team for "TeenyTiny", comprising a number of industry elites with international market vision and over 15 years of experience in the R&D and sale of pet food and pet accessories. The team has developed various types of nutritious and interesting staple foods, snacks and accessories for pets, with the aim of addressing the need for an in-depth understanding of the life of people and their pets, as well as young Generation Z consumers' expectations for a higher quality of life.

As a full-service pet brand manager, the pet business operated by SUGA primarily covers product development, own-brand high-quality pet food, snacks and supplies, and the distribution of imported food. At the end of 2020, the Group began selling "TeenyTiny" products on the largest e-commerce platforms in China, with a focus on pet snacks targeting the middle-class market. The sales of its products have continued to record satisfactory growth. In the post-pandemic era, pet owners have become accustomed to online shopping, hence the reason why the Group will continue to strengthen its online marketing and sales efforts to drive the continuous growth of its pet food business in China and Hong Kong.

**Mr. Anthony Ng, Chief Executive Officer of WePet Group, a subsidiary of SUGA, said,** “We uphold the vision of ‘Happy Together Every Step’, and are committed to providing high-quality, safe and reliable products to cat owners, so that they can easily take care of their feline friend and improve each other’s quality of life. In addition, we hope to deliver safety and happiness through our unique products, as well as find passion in life, so that pets can live happily.”

The Group owns “Brabanconne” and “Salican Forest Cans”, both of which are imported brands. With their excellent and reliable quality and outstanding services, they have won the long-term trust of high-end pet owners.

**Photo caption:**



*Teeny Tiny launches a new line of high-quality, fresh, grain-free cat food for the China market.*

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Company Website:  
<http://www.suga.com.hk/en-us/>

WeChat:



Brabanconne  
Flagship Store:



Teeny Tiny  
Flagship Store:

