

[For Immediate Release]

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**SUGA Proprietary Pet Food Brand "Brabanconne"
Wins "2022 Hong Kong Emerging Brands" Award
Agent Brand "The Gift for Life" Wins "Chinese Herbal Medicine
and Natural Health Products" Award**

SUGA International Holdings Limited ("SUGA" or the "Group") (stock code: 912), a leading electronics total solutions provider who also operates a pet food and pet accessories business, announced that "Brabanconne", its proprietary pet food brand, won the "2022 Hong Kong Emerging Brands" award from the Hong Kong Brand Development Council yesterday. In addition, the Group's agent brand, "The Gift for Life", won the "Chinese Herbal Medicine and Natural Health Products" award from MoCity also yesterday.

Introduced in 2016, "Brabanconne" aims at keeping pets healthy. The formulae of its high-quality healthy pet food products are tailored by professional veterinarians and nutritionists. Currently, "Brabanconne" products are sold via its official website and various online pet food platforms. They are also available at more than 500 stores in Hong Kong. In Mainland China, the brand works with more than 50 distributors, and the products are sold at over 1,500 pet stores. Active promotions have also been mounted in Japan as well. In the several-month-long award selection, the Hong Kong Brand Development Council assessed brands on six major criteria: Brand Reputation, Distinctiveness, Innovation, Quality, Image, Environmental Performance, and Social Responsibility and Corporate Governance. It also conducted on-site inspections. After the final interview and review, "Brabanconne" was deemed worthy of the "2022 Hong Kong Emerging Brand" award, which was presented by Ms. Wong Siu Chu, Maggie, JP, Director-General of Trade and Industry. The accolade is a testament to the high market recognition that "Brabanconne" enjoys for its brand value and product quality.

"The Gift for Life" is a U.S. pet health product brand distributed by the Group in Hong Kong. It features all-natural plant-based peptides for dogs and cats, which can effectively repair damaged cells, muscle tissue and organs, relieve joint pain, and enhance the immunity and ability to recover from diseases of pets. The brand won the "MoCity Favourite Pet Brand Awards - Chinese Herbal Medicine and Natural Health Products Category" at the Hong Kong Pet Show 2023, the largest annual pet event in Hong Kong hosted by MoCity. The awardee was decided entirely by public votes, which is evidence of the strong word-of-mouth "The Gift for Life" boasts in the pet health product realm and the trust and support it has among consumers.

As a full-service pet brand manager, SUGA has established a pet product ecosystem, covering connected pet appliances, premium quality pet food, online pet owner social community and O2O pet products supply chain. Capable of providing excellent quality products and reliable services, SUGA's pet business has seen steady development and earned the trust and recognition of consumers, thus has contributed continuously to the Group's profit.

Photo caption:



"Brabanconne" won the "2022 Hong Kong Emerging Brands" award from the Hong Kong Brand Development Council yesterday

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