



PRESS RELEASE

HOMEGROWN ELECTRONICS BRAND “AKIRA” TO HOLD CHARITY AUCTION; WILL MATCH PROCEEDS DOLLAR-FOR-DOLLAR IN AID OF ANG MO KIO HOSPITAL

- **Over \$10,000 worth of consumer electronics up for AKIRA Charity Auction bid**
- **Dollar-for-dollar matching for the amount raised from auction**
- **Donation of all proceeds from sale of designer phones at \$1 special promotion during AKIRA Warehouse Sale from 27 Nov – 30 Nov 2003**

Singapore, 26 November 2003 – Homegrown consumer electronics maker **AKIRA** announced a Charity Auction in conjunction with its largest Warehouse Sale to date and has pledged to match proceeds from the auction dollar-for-dollar in support of the Ang Mo Kio Hospital (“AMKH”).

AKIRA has offered over \$10,000 worth of consumer electronics (including television sets, home theatre systems, microwave ovens, wine coolers) for the AKIRA Charity Auction to be held on 27th November 2003, Thursday. AKIRA’s parent company, Singapore Exchange Mainboard-listed TT International Ltd (“TT International”), will match the amount raised at the auction.

Said Ms. Julia Tong, Executive Director of **TT International**, “For the past few years, TT International has been supporting the Thye Hua Kwan Moral Society. The Society took over the management of AMKH from the Health Ministry of Singapore since April 2002, with the prime objective to provide affordable rehabilitative care to help patients expedite recuperation and to regain their functional abilities. By holding an auction in support of this worthy cause, we hope our participation in support of the necessary fund raising will initiate more donors to support AMKH. It is our way of giving back to the society.”

“We hope that apart from just bidding at the auction in support of this project, visitors to the AKIRA sale will also donate generously,” she said.

The charity auction is the highlight of a four-day AKIRA sale from 27th to 30th November 2003, which is expected to see up to 100,000 visitors. Visitors can expect discounts of up to 70% at the sale.

In conjunction with the sale, AKIRA will also organise a special sale of designer phones priced at \$1 (usual price \$29.90). The proceeds from the sales of phones as well as additional donations from visitors will also be donated to AMKH.

Embargoed for Release on 26 Nov 2003, Wednesday at 9am

Mr Lee Kim Siang, Chairman of Thye Hua Kwan Moral Society, said, "We are deeply grateful to TT International for their support all these years to our Charities. AMKH has an annual turnover of 2000 patients of all races and religions. They will be thankful to TT International for its kind donations."

"This will be wonderful news for Ang Mo Kio Hospital," said Dr Chong Weng Chiew, CEO of AMKH. "Our Hospital will certainly benefit from TT International's generosity."

AKIRA was named one of the 15 "Strongest Singapore Brands" and was also singled out as the "Brand to Watch" at IE Singapore's Singapore Brand Awards 2003. This event honours brands with strong local and international appeal.

Details of AKIRA Charity Auction:

Date : 27 November 2003, Thursday
Time : 7.30pm
Venue : 10 Toh Guan Road Ground Floor
TT International Tradepark,
Singapore 608838

Details of the AKIRA Warehouse Sale:

Date : 27 – 30 November 2003 (Thursday – Sunday)
Time : 10am – 10pm
Venue : 10 Toh Guan Road Ground Floor
TT International Tradepark
Singapore 608838

Up to 70% discount for home appliances and consumer electronic products. For more information, please call 6668-0899.

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Background

AKIRA offers a comprehensive range of audio-visual, household and home appliances products, including television sets, LCD TVs, plasma TVs, DVD players, VCD players, home theatre systems, hi-fi sets, microwave ovens, refrigerators, washing machines among others. Recently, AKIRA has diversified into lighting products and games, toys and accessories. AKIRA's value-for-money market positioning and strong commitment to customers have enabled the brand to grow dramatically in the mass-market segment of some 60 countries in which AKIRA products have been sold. More information can be found at www.myakira.com.

AKIRA is a unit of **TT International**, an Asian MNC with a strong expertise in penetrating into emerging markets worldwide. Established in 1984, and listed on the SGX in June 2000, TT International's core businesses are:

- Trading and distribution of electrical and electronics products;
- Marketing and sale of its AKIRA brand of consumer electronics products; and
- Third-party warehousing & logistics services and localized assembly activities.

Headquartered in Singapore, and with its established regional offices around the world, it is one of Singapore's leading international traders of electrical and electronics products. For the past 19 years, the Group has established strong business relationships with more than 100 suppliers and has successfully and profitably provided customized, valued-added services to meet its customers' needs in more than 60 countries worldwide. The Group is fully committed in providing total supply chain management services to its customers. Its aim is to strengthen its global reach and it will continue to position its business activities to remain focused on its mission of making the world its market.

For more information, visit: <http://www.tt-intl.com>

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