



TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

TeleChoice expands retail footprint with the opening of new Samsung Experience Store at Paragon

- ***Operated and managed by TeleChoice's wholly-owned subsidiary Planet Telecoms, the latest store will boost the Group's retail network to 16 outlets in Singapore***

Singapore, Friday, 26 April 2013 – Mainboard listed TeleChoice International Limited (“TeleChoice” or the “Group”), a regional diversified provider and enabler of innovative info-communications products and services, today announced the opening of Samsung Experience Store in partnership with Samsung Electronics Co., Ltd (“Samsung”), a global leader in digital media and digital convergence technologies, at Paragon Shopping Centre.

Managed and operated by TeleChoice's wholly-owned subsidiary Planet Telecoms (S) Pte Ltd (“Planet Telecoms”), the Samsung Experience Store will be Planet Telecoms' 16th retail outlet and its fourth Samsung Experience Store in Singapore. Planet Telecoms brings proven retail shop management with professionally trained staff to provide high standards of customer service.

Located in the heart of Orchard Road and spanning more than 2,300 square feet in floor space, the new store will feature Samsung's wide range of products including smart PCs, smartphones, tablets, notebooks, cameras and selected range of after-market and original Samsung accessories. To further enhance the overall customer experience, trained Samsung ambassadors will be on site to share knowledge relating to product usage and content applications and the SMART Tool service will also be made available for customers to upgrade their Samsung GALAXY smartphones and tablets while they are in the store.

Ms Pauline Wong, Senior Vice-President, Personal Communications Solutions Services at TeleChoice, said, “This new store highlights the close relationship that TeleChoice enjoys with Samsung since we commenced working together in 2008. We look forward to making this latest store a resounding success, confident that we

have the necessary expertise to provide a wholly different and refreshing customer experience as befits the Samsung brand.”

“We are excited to provide a new level of customer experience via the Samsung Experience Store, which enables consumers to enjoy and try our latest innovative devices in the heart of Singapore’s popular shopping district. This new store is a realisation of our vision to create deeper engagements with consumers in dedicated and conducive spaces,” said Stanley Goh, Vice President, Sales, Samsung Asia Pte Ltd.

Planet Telecoms which started operations in 1998, has a strong retail network in key high consumer traffic locations throughout Singapore, including retail shops at Toa Payoh, Ang Mo Kio, Raffles Place and shopping malls such as Nex Shopping Centre, Century Square, Jurong Point and Changi City Point. Planet Telecoms is also StarHub’s Exclusive Partner and manages two StarHub Platinum shops at IMM and Causeway Point. Last year, Planet Telecom launched the “E Planet” brandname for shops selling accessories and peripherals with its first outlet in Toa Payoh.

Mr Andrew Loh, President of TeleChoice, said, “Planet Telecoms is a vital part of TeleChoice’s business strategy of remaining relevant to changing business and consumer needs. With the rapid convergence of mobile telecommunication and computer devices, Planet Telecoms will leverage on the increasing demand for smartphones and tablets by expanding our network of outlets in strategic locations across Singapore. Our aim is for customers to not only have easy access to the latest mobile devices, but also receive a high level of service that will leave them with a memorable customer experience.”

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This release may contain forward-looking statements that involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from other companies and venues for the sale/distribution of goods and services, shifts in customer demands, customers and partners, changes in operating expenses, including employee wages, benefits and training, and governmental and public policy changes. You are cautioned not to place undue reliance on these forward looking statements, which are based on current view of management on future events.

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ABOUT TELECHOICE INTERNATIONAL LIMITED (REGN NO. 199802072R)

TeleChoice International Limited (“TeleChoice”) is a regional diversified provider and enabler of innovative info-communications products and services. Incorporated in Singapore on 28 April 1998 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited (“SGX-ST”) on 25 June 2004, TeleChoice is a subsidiary of leading info-communications group, Singapore Technologies Telemedia Pte Ltd, which operates in the Asia Pacific, the Americas and Europe.

TeleChoice’s three business divisions collectively offer a comprehensive suite of service and solutions for the info-communications industry:

PERSONAL COMMUNICATIONS SOLUTIONS SERVICES (“PCS”) division provides a full spectrum of fulfilment, distribution and supply chain management for mobile communication devices and accessories in Singapore and in Malaysia. Through its retail chain, Planet Telecoms, it operates a network of strategically located stores islandwide. Its Malaysian subsidiary, Planet Telecoms Managed Services Sdn Bhd, provides retail management, fulfilment and supply chain services to U Mobile Sdn Bhd, Malaysia’s fourth largest 3G service provider.

INFO-COMMUNICATIONS TECHNOLOGY SERVICES (“ICT”) division is a leading regional integrated info-communications solutions provider. Its extensive offerings include enterprise IT infrastructure, business solutions and integration services, broadband network, fixed and wireless networking solutions, managed and hosted services, telephony and unified communications solutions and cloud computing applications and services. Its SunPage brand offers IDD, Global Conferencing, SMS broadcast and mobility solutions and services for the consumer and enterprise markets.

NETWORK ENGINEERING SERVICES (“ENGINEERING”) division is a regional provider of network engineering services and supplier of specialised telecommunication products. It designs, builds and manages telecommunication networks and provides a comprehensive suite of specialised products and cost effective solutions to address the network infrastructure needs of fixed and mobile operators in Asia Pacific.

For more information, please visit our website at www.telechoice.com.sg

ABOUT SAMSUNG ELECTRONICS CO., LTD.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 236,000 people across 79 countries with annual sales of US\$187.8 billion.

To discover more, please visit www.samsung.com.