



TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

TeleChoice Opens New Samsung Experience Store in ION Orchard

- **First store to feature the Samsung Health Pod**
- **Total sensory experience aims to engage and delight customers in line with growing predominance of omnichannel presence and experiential retail**

Singapore, 5 January 2022 – SGX mainboard-listed TeleChoice International Limited (“TeleChoice” or the “Group”), a regional diversified provider and enabler of innovative info-communications products and services has opened a new Samsung Experience Store (“SES”) in ION Orchard, in partnership with Samsung.

Managed and operated by TeleChoice’s wholly-owned subsidiary, Planet Telecoms (S) Pte Ltd (“Planet Telecoms”), the store heralds a new retail chapter for Planet Telecoms and Samsung in Singapore as they expand the network of SESs in Singapore.

Spanning 1,590 sq ft, the SES at ION Orchard provides an inspiring, engaging and comfortable space to explore the latest technology that Samsung has to offer. In addition to showcasing the vast selection of Samsung smart devices including the latest handsets, tablets, wearables and accessories, the store aims to delight customers by introducing a full sensory experience of touch, sight, sound and smell.

It is the first store to feature a Samsung Health Pod, a dedicated space to experience the new Galaxy health monitoring features in the comfort and privacy of a cocoon. The store also elicits a calm and soothing olfactory sensation through the signature SES scent for an elevated customer experience.

The SES in ION Orchard brings the total number of Samsung stores across Singapore to 11, serving customers in all parts of Singapore. It is the third SES operated by Planet Telecoms, bringing its retail portfolio to a total of 10 outlets in Singapore, managing stores for leading handset manufacturers as well as telco company, StarHub.

Ms Pauline Wong, Senior Vice-President, Personal Communications Services Division, said, “We are proud to partner Samsung in creating this new concept store in keeping with “touch and feel” experiential retail which is particularly relevant in complementing online sales and marketing channels. With the latest SES, we want to enable and encourage customers to handle and test the products, and to experience the latest Samsung technology in a comfortable and enjoyable retail environment. Customers can also approach our team of product experts who is on hand to provide information and advice, and to offer technical assistance and support.”

Ms Sarah Chua, Vice President of IT and Mobile, Samsung Electronics Singapore, said, “Despite the rise in popularity for e-commerce, retail remains important for us to connect with our consumers. Samsung Experience Stores have been created to offer consumers the ability to experience the complete Samsung ecosystem in-person and understand how our offerings can deliver innovation that can complement their lifestyles. We are excited that the new SES at ION Orchard will provide a unique experience in line with consumers turning to technology to better manage their wellbeing in a new normal, and we look forward to working closely with Planet Telecoms to deliver more differentiated and innovative retail experiences.”

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In celebration of the latest SES, receive a Samsung 10,000 mAH wireless battery pack (worth S\$98.00) with any purchase of wearables, handsets or tablets in-store in the month of January 2022. Limited to the first 50 sign-ups while stock lasts. Find out more <https://mailchi.mp/bc1c311642d8/new-samsung-experience-store-ion-orchard>

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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.

ABOUT TELECHOICE INTERNATIONAL LIMITED (CO. REG. NO. 199802072R)

TeleChoice International Limited (“TeleChoice”) is a regional diversified provider and enabler of innovative info-communications products and services. It is a portfolio company of ST Telemedia, a strategic investor in communications and media, data centres and infrastructure technology businesses, across Asia, the US and Europe.

Incorporated in Singapore on 28 April 1998 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited on 25 June 2004, TeleChoice offers a comprehensive suite of info-communications services and solutions for the Consumer and Enterprise Groups under three business divisions.

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

ABOUT SAMSUNG

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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Media & Investor Relations Contact:

Lim Siew Yin, Mobile: +65 9858 4673, Email: siewyin@29communications.com.sg

Angelina Pereira, Mobile: +65 9191 4756, Email: angiep@29communications.com.sg