



[For Immediate Release]

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Brabanconne Title Sponsors Peak to Fong 2018

Brabanconne, a pet food brand owned by **Suga International Holdings Limited** (“SUGA”) (stock code: 912), a leading electronics total solutions provider who is also in pet food and accessories business, title sponsored Peak to Fong 2018 to raise funds for Hong Kong Dog Rescue (HKDR) to take care of the more than 600 dogs it homes.

Mr Anthony Ng, CEO of WePet International Holdings Limited (“WePet”) under SUGA, said, “The Group’s smart pet product brand PETBLE® was the title sponsor of Peak to Fong 2017 and this year Brabanconne had the honour of supporting the charitable event meaningful and of great fun. HKDR is dedicated to saving abandoned dogs and puppies and educating the public on how to be a responsible dog owner, which agrees with what we believe in. We care about the well-being of pets, thus in addition to offering high quality and safe pet food and products carrying the Brabanconne name, we are also determined to build a pet ecosystem to enhance the quality of living of pets as well as their owners.”

Peak to Fong is a major annual sponsored walkathon organised by HKDR. It starts at the Peak and ends in Lan Kwai Fong with a mega street party. All the money raised from the event will be used to support HKDR in taking care of the over 600 dogs it homes. This year, more than 500 dog owners and their 300 canine friends joined the event and raised more than HK\$880,000.

Photo 1



Dr Alfred Ng (right), Executive Director and Chief Technology Officer of SUGA, and Ms. Sally Andersen (left), the founder of HKDR.

Photo 2



Dr Alfred Ng (left), Executive Director and Chief Technology Officer of SUGA, comes out in the rain to support Peak to Fong 2018.

Photo 3



At the Brabanconne’ booth, Dr Anita Young, who graduated in Veterinary Medicine from the University of Cambridge, gives free checkups for dogs and, according to their physical conditions, advise their owners on suitable formula food. Working together with Dr Young and her team, Brabanconne has developed the 881 professional formula series for pets with digestive problems and conditions related to aging, helping strengthen their gastrointestinal and immune systems and prevent or defer aging-related diseases.

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About Suga International Holdings Limited (stock code: 912)

SUGA strives to become a technologically advanced and innovative company in Asia and the preferred partner by providing comprehensive electronic solutions and building a pet health ecosystem. It was listed on the Main Board of the Stock Exchange of Hong Kong in September 2002. SUGA is mainly engaged in the research and development, manufacturing and sale of electronic products, including pet electronic devices, professional audio equipment, digital A/V products, interactive educational products, Wi-Fi and RF products, telecommunication products, consumer electronic products, smart cards and NFC-enabled products. SUGA also strives to build an innovative pet ecosystem by IoT technology and provide pet owners with a wide range of products and services. Its services include product manufacturing, sales and distribution, and provide a community for pet owners. Besides, the Group also invests in companies which create synergies with its businesses. SUGA has obtained green certification including ISO 14001, QC 080000, RoHS & WEEE Compliance, GPMS and Green Mark certificates. From R&D to logistics arrangements, SUGA provides customers with a total and proactive solution. Currently, SUGA has many well-known customers spread across the US, Japan, the UK, China and Hong Kong, Australia, etc. In addition, the Group’s subsidiary SGI Venture Limited has won the “Silver Award for Youth Square – The Most Creative Award” and the “Advertising and Marketing Certificate of Merit” at the Asia Smartphone Apps Competition 2015 with its creative smartphone app “PetNfans”. The Group has received the “Outstanding Solution/ Product Award” at the Asian Electronics Forum for its innovative PETBLE® pet care solutions.

About Brabanconne

A brand of pet food from Belgium, brings customers a series of tailor-made formulas for various age groups and breeds of cats and dogs. All ingredients are greatly beneficial to health of pets. For more details please visit:

Website: <https://www.brabanconne.com/about-us>

Facebook: [Brabanconne](#)

About PetbleCare

PetbleCare is an online pet insurance platform launched in September 2018. PetbleCare is dedicated to safeguarding pets with all the pet owners by implementing InsurTech with new product structure. The Group's subsidiary, SGI Venture Limited, is the product design consultant, with Liberty International Insurance Company serving as the underwriter of the pet insurance policies and Altruist Financial Group Limited as the exclusive distributor. For more details please visit:

Website: <https://www.petblecare.com/>

Facebook: [Petblecare](#)

Instagram: [Petble.care](#)