

**14 OCTOBER 2024**

## **SUGA Participates in Hong Kong Electronics Fair (Autumn Edition) Diversified Product Mix Demonstrates Strong Production Capabilities**

**SUGA International Holdings Limited** (“SUGA” or the “Group”) (stock code: 912), a leading electronics total solutions provider that also operates smart pet products and pet food business, participates in the Hong Kong Electronics Fair (Autumn Edition) again this year, demonstrating its proven production capabilities accumulated over the years through a diversified electronics product portfolio and attracting many guests to visit.

Organized by the Hong Kong Trade Development Council, the Hong Kong Electronics Fair (Autumn Edition) was held at the Hong Kong Convention and Exhibition Centre in Wan Chai between 13 and 16 October 2024. This year’s event brought together 3,200 exhibitors from 19 countries and regions to demonstrate the latest trends in the electronics industry. As a renowned local electronics manufacturer, SUGA once again showcased a wide range of products at the exhibition. Group management was present at the venue to interact with potential buyers and partners.

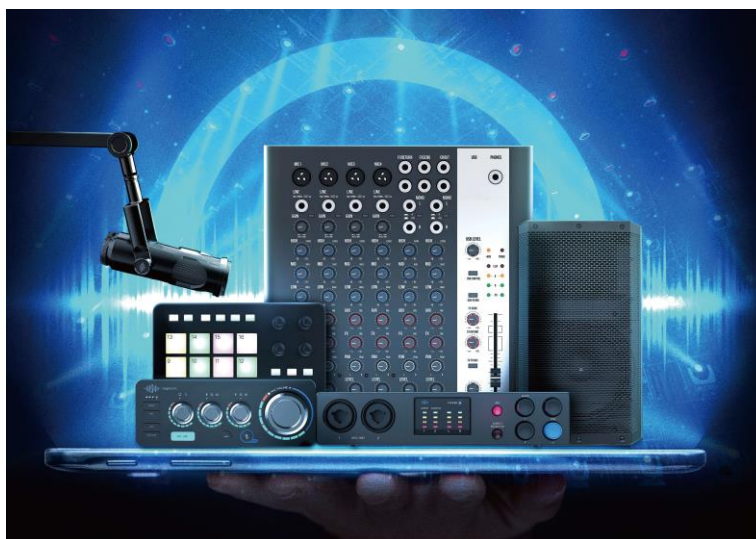
SUGA continued to focus on exhibiting professional audio, IoT assets and smart home IoT products that it has cultivated for a long time at the exhibition. The Group’s original design manufacturing (ODM) series of products were also presented at the event. Among them, the next-generation Hybrid Analog Mixer Platform, which are highly flexible and can be configured to four to 32 input channels that ensure adaptation to various audio settings, were a highlight. In addition, Stream Desk, which was showcased last year, is back again this year. As an audio and video streaming interface developed by SUGA, Stream Desk can fully meet the growing demand for streaming in the market. As an all-in-one solution, it can perform audio and video streaming simultaneously, boasts 4K picture-in-picture capability, and is suitable for most professional streaming scenarios, including podcasting and game streaming.

The PETANK Smart Pet Sitter, jointly developed by SUGA and CityU interns, was also displayed at the exhibition. SUGA used the data collected from its pet business over the years to train an internal AI pet identification model, and then drew maps with LiDAR to develop the product. PETANK can navigate indoors according to the map to find the pet, and the camera is synchronized in real time to the owner’s mobile phone. In addition, if the pet is in a dangerous place, the device will emit an alert sound to attract the pet’s attention.

This year's Hong Kong Electronics Fair focuses on promoting digital entertainment products, which is in line with SUGA's product strategy, having participated in the fair 18 times to date. By fully demonstrating its diversified product portfolio and proven production capabilities, and actively interacting with potential partners, SUGA has laid a solid foundation for the Group's future steady innovative development and will provide customers with more innovative and high-quality products.



**Photo caption: SUGA's management is present at the Electronics Fair**



**Photo caption: SUGA's original design manufacturing (ODM) series of products**



**Photo Caption: SUGA's Stream Desk, an audio and video streaming interface**

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