



Media Release

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Branding excellence through innovation, transformation and internationalisation: Local brands clinch the Singapore Prestige Brand Award

Singapore, 4 September 2018 – 30 local brands were named Winners of the Singapore Prestige Brand Award (SPBA) 2018 at the Award Certificate Ceremony today. The SPBA is a prestigious award that honours local brands for their branding excellence and achievements.

24 brands across the six Award Categories are first-time Winners of the SPBA, and many of them have swiftly integrated innovation, transformation and internationalisation in their brand strategies to secure long-term growth, add value to their products and services and also enter new markets.

Ms Chew Lee Ching, Chairman of the SPBA 2018 Organising Committee, said, “As a small country with a small market, we are all familiar with the call to innovate, transform and internationalise. These are no longer “nice-to-have” claims. They are indispensable components of a company’s growth strategy. Anchored with a strong brand, these initiatives are the key drivers for sustainable business growth.”

“We are pleased with the noticeable increase in participants with some degree of digital adoption. This demonstrates an awareness that branding and digitalization are not mutually exclusive. In our growing digitalised economy, where more and more B2B and B2C transactions are happening over eCommerce platforms, branding has become even more important.”

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CO-ORGANISERS



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“A strong brand inspires trust which is very important when selling online, when you cannot feel or try the products. When there is trust, customers are assured of the quality of what they are purchasing even without any face to face or physical contact. A strong brand helps business owners to develop a desired market positioning that transcends geography and size.” she added.

Jointly organised by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao, the SPBA has identified more than 450 local brands as an esteemed mark of success within their industry. The SPBA is in its 17th year of honouring local brands for their branding achievements.

SPBA 2018 is proud to affirm winners from the six award categories across various industries including those from the education, F&B, health and wellness, travel and retail sectors.

Ms Goh Sin Hwee, Co-Chairman of the SPBA 2018 Organising Committee, said, “SMEs are an important pillar of Singapore's economy and have always contributed greatly in cultivating our local business leaders, social leaders and philanthropists. With the rapid transformation of Singapore’s economy and society, it's an opportunity for SMEs to further demonstrate their versatility, wisdom and courage. Winners of the SPBA 2018 have a brand history that ranges from 3 to 57 years. From your brand stories, we have witnessed the entrepreneurial spirit of Singapore’s brands and your limitless potential to grow. Emerging brands of today will be time-honoured brands of tomorrow.”

RHB Singapore is proud to be the Official Bank for SPBA 2018.

Mr Wong Hsun-Min, Head, Commercial Banking of RHB Singapore said, “A strong and solid brand is invaluable to an organisation. Your brand will see you through economic uncertainties and help you overcome challenges. The opportunities to strengthen your brand and presence in the region is tremendous, and SMEs should regularly evaluate their existing business to stay ahead of



the game. RHB Singapore looks forward to rendering support to SMEs and to work closely with them as they innovate, transform and internationalise.”

SPBA 2018 is privileged to have Singapore Airlines Limited as its Official Airline.

Mr Alan Lim, Area Vice President Singapore of Singapore Airlines Limited said, “As a group, we strive to deliver value to our corporate customers through the Singapore Airlines HighFlyer programme. The programme is designed for SMEs to get more mileage when travelling for business. Through the HighFlyer programme, companies can benefit from accumulating HighFlyer points, while their employees also continue to earn KrisFlyer miles, which is a win-win situation for both the company and their employees.”

The Overall Winner and Most Popular Brand of each category with the exception of the SPBA - Micro Brands and SPBA - Special Merit categories will be announced at the SPBA Award Presentation Ceremony on 1 November 2018.

- END -



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APPENDIX: WINNERS OF THE SPBA 2018

(Past year Winners are highlighted in yellow)

SPBA - Micro Brands

HARMONY PIANO STUDIO	-
ODORE	-
SUPERWOMAN	-

SPBA - Promising Brands

B9 DENTAL CENTRE	-
hiLife	-
Natureland	-
STARRY HOMESTEAD	-
StepUp Learning & Dance	-
TRAVEL CUE	-
VitaRealm	-

SPBA - Established Brands

ADONIS	-
COLLIN'S®	-
COSMO AUTOMOBILES	-
Echo of Nature	-
EVORICH	EVORICH 福康宁
Hua Cheng	华程
KADEKA	-
PHYSIO ASIA THERAPY CENTRE	-



SEA WHEEL TRAVEL	海倫旅游
SHEN XI LAO HUO TANG	-
TOAST BOX	土司工坊
XIN WANG HONG KONG CAFE	新旺香港茶餐厅

SPBA - Heritage Brands

Chin Lee Restaurant	深利美食馆
JK Technology	-
Management Development Institute of Singapore	新加坡管理发展学院
Triple A	三 A 牌

SPBA - Regional Brands

AVALON	-
NOVU	-
RICHZ	-

SPBA - Special Merit

Gardens by the Bay	-
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APPENDIX: SPBA 2018 AWARD CATEGORIES

The SPBA 2018 comprises of six Award Categories:

1. SPBA - Micro Brands (新加坡金字品牌奖 - 微型品牌)
The Brand must be established for at least 3 years and have no more than 3 operating outlets*** in Singapore.
The Brand must have an annual turnover of S\$2 million and below.
2. SPBA - Promising Brands (新加坡金字品牌奖 - 潜质品牌)
The Brand must be established between 3 to 8 years*
3. SPBA - Established Brands (新加坡金字品牌奖 - 成名品牌)
The Brand must be established for more than 5 years**
4. SPBA - Heritage Brands (新加坡金字品牌奖 - 悠久品牌)
The Brand must be established for more than 25 years#
5. SPBA - Regional Brands (新加坡金字品牌奖 - 区域品牌)
The Brand must be established for at least 3 years and have a presence in at least 3 foreign markets**
6. SPBA - Special Merit (新加坡金字品牌奖 - 特别表扬)
For government agencies and not-for-profit organisations that have been established for at least 3 years

Note: * Brands that are established for 6 to 8 years old may choose to participate in either SPBA - Promising Brands or SPBA - Established Brands

Brands that are established for more than 25 years old may choose to participate in either SPBA - Established Brands or SPBA - Heritage Brands

** "Foreign market" is defined as "a country OR a city with population exceeding 5 million"

***"Operating Outlet" is defined as "an operation with a physical office". If the company does not have a physical office, the entity would be considered as an operating outlet.

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After a structured and rigorous judging process by distinguished judges from statutory boards, multinational corporations and brand consultants, all Winners of the SPBA 2018 will be announced to the media and the public in September.

With the exception of SPBA - Micro Brands and SPBA - Special Merit, an Overall Winner will be selected for each Award Category. A SPBA - Most Popular Brand Winner will also be selected via public voting for each Category, with the exception of SPBA - Micro Brands and SPBA - Special Merit.

The Overall Winner and Most Popular Brand Winner of each Award Category, with the exception of SPBA - Micro Brands and SPBA - Special Merit, will be announced at the Award Presentation Ceremony held in November.

For more information on the Award Categories, you can contact the Award Secretariat at:

DID: 6513 0365 / 6513 0361
Email: spba.secretariat@asme.org.sg
Website: www.spba.com.sg



APPENDIX : CHINESE TRANSLATIONS

- | | |
|---|---|
| <p>1. Ms Chew Lee Ching
 Chairman
 SPBA 2018 Organising Committee
 Association of Small & Medium
 Enterprises</p> | <p>周丽青
 2018 年新加坡金字品牌奖筹委会主席
 中小企业商会</p> |
| <p>2. Ms Goh Sin Hwee
 Co-Chairman
 SPBA 2018 Organising Committee
 Associate Editor, CMG NewsHub</p> | <p>吴新慧
 2018 年新加坡金字品牌奖筹委会联合主席
 华文媒体集团新闻中心副总编辑</p> |
| <p>3. Mr Wong Hsun-Min
 Head, Commercial Banking
 RHB Singapore</p> | <p>黄循敏
 商业银行主管
 兴业银行</p> |
| <p>4. Mr Alan Lim
 Area Vice President Singapore
 Singapore Airlines Limited</p> | <p>林寿新
 新加坡区域副总裁
 新加坡航空</p> |



APPENDIX: SINGAPORE PRESTIGE BRAND AWARD

SINGAPORE PRESTIGE BRAND AWARD

The Singapore Prestige Brand Award (SPBA) was inaugurated in 2002 by the Association of Small & Medium Enterprises (ASME) and Lianhe Zaobao. Today, the SPBA continues to recognise and honour Singapore brands that have been developed and managed effectively through various branding initiatives.

With the increasing number of homegrown brands becoming established household names, achieving this esteemed mark of success is certainly a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for SMEs to benchmark their brand equity against their competitors.

Having established itself as a prestigious branding Award that local brand owners strive to attain, SPBA remains an effective platform for companies which aspire to become sterling brand names in Singapore to fuel their expansion plans abroad.

To meet the demands of the market, the SPBA comprises six main Award Categories, namely SPBA - Micro Brands, SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands, SPBA - Regional Brands and SPBA - Special Merit.

For each Award Category, an Overall Winner will be chosen, with the exception of SPBA - Micro Brands and SPBA - Special Merit.

A SPBA - Most Popular Brand Winner will also be selected via public voting for each Award Category with the exception of SPBA - Micro Brands and SPBA - Special Merit.



新加坡金字品牌奖

新加坡金字品牌奖是由中小企业商会和《联合早报》于 2002 年创办的。奖项旨在肯定和表扬有效地通过各种品牌相关活动来建立和管理品牌资产的本地企业。

本土品牌近年来百花齐放，不少已是家喻户晓。对这些成功品牌而言，获颁新加坡金字品牌奖是品牌创建过程中的里程碑，也是一个考验实力，树立新品牌标杆的机会。

作为企业向往、公认的至尊品牌奖项，新加坡金字品牌奖是企业在新加坡进一步打响知名度的有效平台，亦是走向海外市场的有力跳板。

新加坡金字品牌奖设有六个奖项组别：新加坡金字品牌奖 - 微型品牌、新加坡金字品牌奖 - 潜质品牌、新加坡金字品牌奖 - 成名品牌、新加坡金字品牌奖 - 悠久品牌、新加坡金字品牌奖 - 区域品牌和新加坡金字品牌奖 - 特别表扬。

除了新加坡金字品牌奖 - 微型品牌和新加坡金字品牌奖 - 特别表扬, 每个组别将选出一个总冠军。而所有得奖的品牌 (新加坡金字品牌奖 - 微型品牌和新加坡金字品牌奖 - 特别表扬除外) 也将公开给公众投选, 找出各组别中的最受欢迎品牌奖得主。



APPENDIX: SPBA 2018 AWARD CO-ORGANISERS

ASSOCIATION OF SMALL & MEDIUM ENTERPRISES (ASME)

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards - The Entrepreneur of the Year Award and Singapore Prestige Brand Award are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

www.asme.org.sg



中小企业商会

中小企业商会是一个非盈利团体，积极欢迎各个企业单位成为会员。多年来，协会致力创造有利于公平竞争的环境，协助本地中小型企业的商业增长和发展。

商会在 1986 年由一群本地企业家创立，至今协会仍然处于新加坡亲企业的领先地位，是公共和私营机构之间的桥梁。目的是促进一个更有利的营商环境，协助中小企业开办，创建和发展。两个中小企业商会的旗舰奖 - 年度企业家奖和新加坡金字品牌奖，是对中小企业成就的认可。

连同企业背后的创业精神和个人的强烈关注，中小企业商会将继续努力，争取加强其作为“企业家协助企业家”的商会。

www.asme.org.sg



APPENDIX: SPBA 2018 AWARD CO-ORGANISERS

LIANHE ZAOBAO

Lianhe Zaobao is the flagship Chinese-language daily of Singapore Press Holdings and the largest-circulating Chinese newspaper in Singapore.

The result of a merger between Nanyang Siang Pau and Sin Chew Jit Poh in 1983, Zaobao is a must-read for many Singaporeans and has a readership of 555,000*. In addition, it also has subscriptions in China, Hong Kong Special Administrative Region, Indonesia and Brunei.

Launched in 1995, Zaobao.com, the digital edition of Lianhe Zaobao in mainland China, draws close to 160 million monthly page views and attracts a monthly readership of 5.1 million**. Zaobao.sg, the 3-in-1 Chinese digital portal comprising of content from Lianhe Zaobao and two evening dailies Lianhe Wanbao and Shin Min Daily News, was launched in 2016. It targets local readers and readers in other parts of the world, and enjoys half a million daily page views and a monthly readership of 1.4 million.

Zaobao is committed to providing timely, accurate and quality news reports as well as in-depth analysis on regional developments, financial news, topical issues and even fashion and entertainment which are of interest to Chinese all over the world. Widely recognised as a responsible, objective, fair, and credible newspaper, it watches closely developments in China and is held in high regard in the global Chinese communities.

www.zaobao.com.sg

* Nielsen Media Index 2017

**AT Internet



《联合早报》

《联合早报》是新加坡报业控股的旗舰华文报，也是新加坡发行量最大的华文报章。

由《南洋商报》与《星洲日报》在 1983 年合并而成的《联合早报》，是大多数新加坡人的主要精神粮食，读者总人数达到 55 万 5000 人*。它也在中国大陆，香港特别行政区，印尼和文莱等地少量发行。

1995 年，《联合早报》开始上网。早报网 (zaobao.com) 跨越了地理的障碍，将《联合早报》的内容迅速传送到全球各角落，受到世界各地华文读者的欢迎，每月平均浏览量将近 1 亿 6000 万，每月独立访客也达 510 万人**。Zaobao.sg 则是一个三报（早报、晚报、新明）合一的中文新闻门户平台。它于 2016 年推出，荟萃三报内容，为本地和世界各地读者提供最新新闻和资讯，目前每日浏览量约 50 万，每月读者 140 万人。

《联合早报》致力于提供实时、严谨、高质量的新闻和深度评析，内容包括东亚局势、财经新闻、热门话题、时尚动态等，被公认是一份负责任、报道客观、言论公正、可信度极高的报纸，对中国的发展采取积极的态度，在华人世界中享有崇高的信誉。

www.zaobao.com.sg

* Nielsen Media Index 2017

**AT Internet



APPENDIX: SPBA 2018 OFFICIAL BANK

RHB SINGAPORE

RHB Singapore was first established in 1961 through a series of rapid expansion and strategic mergers. For more than half a century in Singapore, RHB has garnered invaluable financial experience and transferred those insights of service excellence on to clients, helping individuals and corporations fulfil their financial goals. RHB Singapore's core businesses are streamlined into nine pillars, namely Personal Financial Services and Wealth Management, Commercial Banking, Corporate Banking, Business Centres, Treasury, Structured Finance as well as Investment Banking, Brokerage and Asset Management businesses. The Group's regional presence spans ten countries in ASEAN including Hong Kong. RHB Banking Group aspires to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.

Find out more about RHB Singapore at www.rhbgroup.com/singapore



APPENDIX: SPBA 2018 OFFICIAL AIRLINE

SINGAPORE AIRLINES LIMITED

When Singapore Airlines was formed in 1972, it operated a modest fleet of 10 aircraft to 22 cities in 18 countries and territories. With a commitment to service excellence, product leadership and network connectivity, the Airline quickly distinguished itself as a world-class international carrier. Singapore Airlines operates a modern passenger fleet of more than 100 aircraft. Together with wholly owned subsidiary airlines SilkAir and Scoot, the combined network covers over 130 destinations in more than 35 countries and territories.

Find out more about Singapore Airlines at www.singaporeair.com