

PRESS RELEASE

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SIGNATURE OBICORP SDN BHD FORMS STRATEGIC ALLIANCES WITH RIGEL, SCANWOLF, BAAGUS AND LINK UP, ELEVATING CUSTOMER EXPERIENCE TO NEW HEIGHTS.

Kuala Lumpur, 30 MAY 2023

[Signature Obicorp](#) Sdn. Bhd., a subsidiary of Signature International Berhad, is proud to announce its new role as the sole distributor for Rigel Technology (Malaysia) Sdn. Bhd. and Scanwolf Marketing Sdn. Bhd., and has successfully established exclusive dealership agreements with Bagus Curtain Sdn. Bhd. and Linkup Smart Solutions Sdn. Bhd. The partnership signing ceremony took place on 30 May 2023 at Signature Flagship Store, Kota Damansara.

This partnership represents a pivotal milestone for Signature Obicorp as it is poised to leverage this exclusive distributorship and dealership to expand its product portfolio and enhance value for Signature's valued customers. The strategic alliances with these esteemed partners represent a commitment to delivering exceptional products, services and experiences to Signature's customers. By bringing together these industry leaders, Signature aims to harness the collective expertise, strengths and innovation of each partner to redefine the total customer experience in the home and living industry.

The companies were represented by key executives and representatives from Signature and its cooperation partners, including Mr KS Lau, Group CEO of Signature International Berhad, Mr Jackson Low, CEO of Signature Distribution Sdn. Bhd., Mr James Leow, Director of Signature Obicorp Sdn. Bhd., Ms Shannen Soon, Group Chief Sales Officer of Rigel Technology (Malaysia) Sdn. Bhd., Ms Christy Wong Ming Fai, Managing Director of Bagus Curtain Sdn. Bhd., Mr Tan Yann Kang, General Manager of Scanwolf Marketing Sdn. Bhd., and Mr Gary Low Chin Gee, CEO of LinkUp Smart Solutions Sdn. Bhd.

Rigel, renowned for its excellence in sanitary ware solutions for projects and commercial buildings, will collaborate with Signature to target retail customers in providing bathroom fittings emphasising style and functionality. Through this partnership, Signature's customers can expect

an extensive range of sanitary ware solutions that combine both design sophistication with advanced technology.

Scanwolf, renowned for its excellence in flooring solutions, will enhance Signature's offerings with an extensive range of premium flooring options. From stylish and sustainable wood flooring to innovative vinyl solutions, Signature customers will access exceptional flooring options that blend aesthetics, functionality and durability, ensuring an elevated experience in every home.

Baagus, a distinguished name in the curtains industry, will enhance Signature's product offerings by introducing a comprehensive range of trendy and modern curtains, blinds and wallpaper. With Baagus' expertise in custom designs, materials and trends, Signature customers will enjoy a seamless and personalised experience that meets their design needs and preferences.

Link Up, a pioneer in smart home solutions in Malaysia, will partner with Signature to create an ecosystem of smart living. Through the seamless integration of smart home technology into Signature products, customers will enjoy a truly connected and safe living experience. From advanced home automation systems to home security systems, Link Up's expertise will enable Signature's customers to embrace the future of smart living with unparalleled convenience and comfort.

Director of Signature Obicorp Sdn. Bhd., James Leow said: "The signing of these new distributorships and dealerships is in line with our plans for the company's strategic growth, and we are confident that this synergy will enable us to reach new heights and expand our reach."

"Together, we will embark on a remarkable journey that holds immense potential for growth, success and mutual prosperity. The market is ever-evolving, and it is our collective responsibility to anticipate and meet the needs of our customers. By combining our expertise, industry knowledge and unwavering dedication, we can deliver unparalleled value and experiences to our end users," he added.

To effectively penetrate the B2C segment, Signature has also appointed Stuarts Design Sdn. Bhd. as the new Signature dealer to extend its nationwide coverage. Meanwhile, existing Signature dealers, Cube Creation Sdn. Bhd. and Zestos Living Sdn. Bhd., are appointed to upgrade from Signature Home Concepts to Signature Lifestyle Gallery. This dealership signing ceremony between Signature Distribution Sdn. Bhd. and its dealers took place on the same day at Signature Flagship Store, Kota Damansara.

[Signature](#) is excited about the immense opportunities these partnerships bring, including enhanced market reach, increased customer satisfaction and a strengthened market presence. The collaboration will enable Signature to offer a comprehensive range of exclusive products and services, solidifying its position as a go-to destination for customers in search of premium home and living solutions.

ABOUT The Signature Group

The Signature Group is a leading provider of premium European design kitchens since 1994 under its flagship brand, Signature Kitchen, bringing to the world the value of a brand synonymous with trusted quality, functionality, design and style. The Group was publicly listed on Bursa Malaysia Securities Berhad under Signature International Berhad in 2008, which marked a significant milestone for the growth of the Company, and has since gained tremendous visibility and support from business partners and investors.

Celebrating more than 29 years of developing and building a brand of trust and reliability, 'Signature' now encompasses a wide range of products and services, including built-in cabinets, home furniture, home and kitchen appliances, interior fittings and more, strengthening its position as a one-stop home living solutions provider for homeowners and project managers seeking trusted quality from a market leader, comprehensive service and a cohesive aesthetic for living spaces.

Currently, Signature has a presence in 9 countries including Malaysia, Brunei, Cambodia, Vietnam, Myanmar, Pakistan, Sri Lanka, Maldives and Singapore. It has plans to penetrate a few new markets this year.

For more information:

www.signature.my

To learn more about our Signature Home Collective:

<https://signature.my/homecollective>

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