



Karin Technology Holdings Limited
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Karin’s subsidiary Compucon drums up business with Beats Distributorship in Hong Kong & Macau

Hong Kong, 10 October 2013 – Compucon Computers Limited (“**Compucon**”), a subsidiary of Karin Technology Holdings Limited (“**Karin**” or together with its subsidiaries, the “**Group**”), a leading Hong Kong-based componentry and IT solutions distributor, outsourcing service provider and consumer electronics retailer, has been appointed by Beats Electronics LLC. (“**Beats**”) as the sole distributor for its full range of products in Hong Kong and Macau.

The brainchild of legendary artist and producer, Dr. Dre, and Chairman of Interscope Geffen A&M Records, Jimmy Iovine, Beats is a global leader in premium sound products that promises to enhance the sound experience at every touch of a consumer’s life by delivering the vision of musicians and artists to the listener’s ear. The distribution agreement takes effect from September 2013, and covers the full range of Beats products, including Beats by Dr. Dre™, Beats Executive™, Beats Studio™ and Beats Pill™ headphones and accessories.

Beats will benefit from Compucon’s position as one of the leading IT products distributors in Hong Kong and Macau. Compucon’s extensive distribution network and driven sales force is expected to boost Beats’ brand exposure and awareness among retailers.

Karin’s Executive Chairman, Mr. Philip Ng said, “People are becoming more discerning about their sound experiences and this is driving more demand for good systems. Whether at home or on-the-go, they want to feel as if they are experiencing a concert ‘live’, or if watching a movie, they want to feel like they are right where the action is.”

“We are excited about this partnership not only because Beats’ products are very much desired by sound aficionados, but also because this means adding yet another leading brand to the wide range of IT products already distributed by the Group. Compucon has a proven track record in the IT products distributing business and we are confident of being able to play an important role in increasing the sales of Beats’ products in Hong Kong and Macau,” added Mr Ng.

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About Karin Technology Holdings Limited

Listed on the Mainboard of the Singapore Exchange since 2005, Karin is a leading electronic and industrial components distributor and IT solutions integrator and outsourcing service provider in Hong Kong and the People’s Republic of China. Established in 1977, Karin has been principally engaged in the electronic and industrial components and computer distribution business for various segments of the electronics industry, including the communications, computer, electrical appliances and utility segments. Karin expanded its business to include the provision of outsourcing services such as IC application design solutions and data storage management solutions, riding on the increasing demand for IC software applications in the 1990s. In 2011, Karin added a retail business arm to its operations under the trade name “In-Smart”. To date, the Group has six In-Smart stores in Hong Kong.

For more information, please visit: <http://www.karingroup.com/eng/global/home.php>.

About Beats Electronics LLC.

Established in 2008 as the brainchild of legendary artist and producer Dr. Dre and Chairman of Interscope Geffen A&M Records Jimmy Iovine, Beats Electronics provides a premium sound experience at every touch point of the consumer's life. It is the parent company of the Beats™ by Dr. Dre™ line of high-quality headphones, Beats Audio™ HD-sound systems, and the MOG digital music service. The company's mission is to provide a superior end-to-end music experience - with headphones, devices and services - so fans feel the emotion and hear the music the way artists intended it to sound from the studio. This experience is aided by partnerships with HP, Chrysler Group and HTC Mobile.

Led by Co-Founder & CEO Jimmy Iovine, Co-Founder Dr. Dre, and President & COO Luke Wood, Beats Electronics is based in Santa Monica, CA.

For more information, please visit: <http://www.beatsbydre.com>.

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