



MEDIA RELEASE

For Immediate Release

HTL Unveils Consumer Centric Propositions

International Launch of MUSE to Address a New Target Segment

Germany, Cologne, 13 January 2014 – Singapore-listed HTL International Holdings Limited (HTL) today announced the international launch of Muse – Inspiring How We Live, amongst a variety of other new offerings. These will be showcased at the furnishing trade fair - imm cologne¹, in Germany, from 13 – 19 January 2014.

Muse, with its focus on European contemporary designer furnishings, was first launched at High Point Furniture Market² in the United States of America, with Greek Goddesses as its inspirational impetus. The Greek Goddesses exemplify the spirit of divine craftsmanship which is characteristic of the brand's quality as well as epic designs created by a team of international designers. Muse marries the best of design technology and premium quality materials for a collection of fine furnishings that boasts exquisite tailoring, delightful details and sumptuous comfort. It provides a more targeted approach for retailers and partners, reaching out to a new breed of end-consumers who value quality designer pieces at an affordable and equitable price point.

On the other hand, Corium which is made in Italy - Tuscany, brings with it distinctive Italian designs and a rich heritage. The luxury range, which made its debut in Cologne 2013, now comes under HTL's quick ship program, promising customers delivery within four to six weeks for customers in Europe. This is possible because of HTL's integrated value-chain management, which enables products to be manufactured and shipped from Tuscany direct to partner stores.

¹ imm cologne is traditionally the central business platform and meeting point for suppliers; it is the first choice for renowned international exhibitors and decision-making professional visitors from all over the world. As the first furnishing show of the year, imm cologne presents trends that shape the furniture and interiors sector.

² The High Point Market is the largest furnishings industry trade show in the world, bringing more than 75,000 people to High Point every six months. The exhibition is spread across 11.5m sqft of showspace with more than 2,000 exhibitors in Carolina, USA.

Mr Phua Yong Tat, Group Managing Director of HTL, said: "It is important for us to be responsive to our partners' needs. We can deliver great designs because of our international design capabilities and manufacturing foundation; we can set ourselves apart by ensuring that we continue to revolutionize our product and service offerings in order to better serve our valued customers and partners. Through our sustained R&D efforts and new retail friendly brand concepts, we are able to offer variety that is more attuned to the needs of our partners and end-consumers, in line with our good-better-best merchandising strategy."

HTL will also be showcasing some of its new R&D developments which include the "Lift Chair" – a power assisted standing, sitting and reclining motion chair with fingertip motor control. Apart from providing standing assistance for the silver generation, the new chair features a first-ever safety feature of a touch sensor which prevents entrapment, damage or injury to objects positioned below the sphere of the chair movements. Additionally, a back-up battery ensures that power failures do not inhibit use of the chair control mechanisms. Also on show will be a range of recliners with storage space in the arms as well as motion activated TV armchairs which recline via a movement of the body.

The HTL booth can be located as follows:

Trade Days : 13 - 19 January 2013 (Monday to Sunday)

Public Days : 17 - 19 January 2013 (Friday to Sunday)

Venue : Koelnmesse GmbH, Cologne Messeplatz Koeln 50679-Nordrhein-Westfalen, Germany

HTL Booth : Hall 6.1, A-030 & B-031

About HTL International Holdings Limited

Founded in 1976, HTL International Holdings Limited is one of the world's leading leather tanners and manufacturers of quality leather upholstered furniture. Headquartered and listed in Singapore, the transnational company exports more than 95 per cent of its products to over 50 countries, including Europe, Asia-Pacific, USA and the Middle East. HTL employs over 8,000 employees globally, and has wholly-owned sales and marketing offices in the USA, UK, Germany, Sweden, China, Taiwan, South Korea and Australia. HTL also has a presence in France, Belgium, Netherlands and Luxemburg through authorised sales agents. For more information, please visit www.htlinternational.com.

About Corium Italia S.R.L. (A HTL Company)

Corium Italia is an Italian sofa manufacturer with extensive experience in the product development, design, manufacturing and sales of sofas. HTL acquired Corium Italia in 2012 to expand its research and development capabilities, and to establish a production base closer to its key European markets. Corium Italia originated from the heart of Tuscany, Italy, and draws its inspirations from the rich heritage and tradition of passion, excellence and accomplishment, dedicated towards ideals of beauty and perfection. For more information, please visit www.coriumitalia.com.

About Muse (A HTL Concept)

Originating from the United States of America, Muse draws its inspiration from the Goddesses of Greek mythology. With its focus on European contemporary designer furnishings, Muse is characterized by its designer pieces that are priced equitably. Another concept brand under the HTL umbrella, Muse marries the best of designer style and premium quality materials for a collection of fine furnishings crafted with great care – exquisite tailoring, delightful details and sumptuous comfort. For more information, please visit www.museandyou.com.

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