



耀傑集團

*Regal International Group*

Company Registration No.: 200508585R

Mainboard listed  
on SGX and TWSE -

UV1.SI Regal Intl  
911619.TW 耀傑集團

*For Immediate Release*

---

## REGAL LANDS SIGNS MOU WITH EGO GROUP TO EMBARK ON GLOBALIZATION OF BEAUTIFUL VILLAGE PROJECT

---

- ***Regal International Group's wholly-owned subsidiary, Regal Lands Sdn. Bhd. ("RL") has entered into a Memorandum of Understanding ("MOU") with Hangzhou Ego Group Co. Ltd ("Ego Group") marking the commencement of their strategic alliance***
- ***Collaborations on all levels to promote the successful model of China's beautiful village internationally***

---

**Singapore, 18 July 2016** – Regal Lands Sdn Bhd ("**Regal Lands**"), a wholly owned subsidiary of Regal International Group Ltd. ("**RIG**" or the "**Group**"), has entered into a Memorandum of Understanding ("**MOU**") with Hangzhou Ego Group Co. Ltd ("**Ego Group**") to mark the commencement of their strategic alliance. Mr. Su Chung Jye, Managing Director of Regal Lands and Mr. Liu Gang (刘刚), founder and CEO of Ego Beautiful Village, whom were both present at the signing ceremony, mutually expressed their common resolve to collaborate on all levels in order to promote the successful model of China's beautiful village internationally.

As the wholly-owned subsidiary of RIG, which is dual-listed on Singapore Stock Exchange (SGX) and Taiwan Stock Exchange (TWSE), Regal Lands is an international company involved in property development and investment from Malaysia. The Group has established itself by accomplishing various property development projects including shop houses, terrace houses, landed properties, condominiums, commercial and industrial units in the Kuching and Kota Samarahan area of East Malaysia over the past 10 years.

Backed by a complete set of scientific solutions to the development and operation of rural villages, Ego's Beautiful Village has achieved great success in China. Outside China, Ego Group's "Beautiful Village" business model is also deemed suitable for implementation in Malaysia and other countries.

Mr. Su Chung Jye, MD of Regal Lands as well as CEO of RIG, is hopeful that the "Beautiful Village" business model will bring vast improvement to the rural communities in Malaysia in terms of their standard of living and socio-economic development through the successful implementation of the "Beautiful Village" model with the unique Malaysian twist.

Besides being one of the Company's future directions, Li Gang, CEO of Ego Group Beautiful Village, also believed that globalisation is the critical path to create heightened social values. Through the current collaboration, which originated from the need for further expansion, and the sharing of mutual resources, He is confident that Ego's Beautiful Village model will be able to overcome geographical boundaries and start paving ways into international markets via Malaysia. Speciality produces from both China and Malaysia will also be traded via Ego's digital platform, 颐居草堂 to further promote product globalization online and offline.

Ego Group is a new creative business group that provides "internet+" entrepreneurship platform for traditional businesses, and helps transform them into new creative entrepreneurs. Six core business units of Ego Group's include EGO Entrepreneurship (颐高创业), Ego Digital Centre (颐高数码城), Ego Health Park (颐居养生园), Ego Beautiful Village (颐居美丽乡村), Alumni (楼友会) and Micro-investment (微巢投资) – total brand equity valued at RMB10.889 billion.

As a major unit of the Ego Group, Ego "Beautiful Village" professional business model leverages on the internet+ platform, the concept of common economics and public entrepreneurs to connect with the government, village co-operatives, investors, village entrepreneurs and city-dwellers. While the ecological values, natural resources, precious historical and cultural resources of the village are being tapped to conjure a unique "rustic town" persona, villagers will be motivated to be online merchants and entrepreneurs, hence increasing their disposable income and eventually contributes to the upgrading and progress of the village.

Matched, RIG and Ego Group are aspired to capitalize on respective competitive advantages in terms of branding, operations and resources for the purpose of this strategic alliance. Besides enhancing competitive advantages of both companies, consolidating resources will help promote the establishment and development of "beautiful villages" in both China and Malaysia.

- End -

## **About Regal International Group Ltd. (UV1.SI / 911619.TW)**

Dual-listed on the mainboard of Singapore Exchange – Securities Trading Limited (“SGX”) (Stock code: UV1.SI) and as Taiwan Depository Receipts (TDR) on Taiwan Stock Exchange (“TWSE”) (Stock code: 911619.TW), Regal International Group Ltd. (“RIG” or the “Group”) is a diversified international business group comprising two core divisions. As one of the first Sarawak-based companies to list on the mainboard of the SGX, RIG’s vision is to be an international gateway for partners and investors to emerging business opportunities from East Malaysia.

Please visit our website at [www.regalinternational.com.sg](http://www.regalinternational.com.sg) for more information.

## **About Ego Group**

頤高集團有限公司（EGO GROUP CO., LTD）成立於 1998 年，是中國領先的互聯網創新創業公司，致力於為城市傳統產業提供“互聯網+”創業平台，實現城市產業轉型升級，打造城市創新創業生態圈。集團旗下擁有“頤高數碼城”、“頤高電商園”、“頤居美麗鄉村”、“雲巢小鎮”、“頤居養生園”、“頤高創業園”、“樓友會”等幾大核心產業，覆蓋電子商務、產業地產、創業服務、樓宇智能化運營、商業、養生、傳媒、IT、投資等領域，品牌價值達 108.89 億元。“打造城市產業新平台，讓創業改變未來”，是頤高二次創業的使命。集團榮獲“中國馳名商標”、“國家級科技企業孵化器”、“中國電子商務百強企業”、“中國商業地產領軍企業”、“中國電子商務產業園區運營優秀企業”等榮譽。

Please visit official website at [www.ego.cn](http://www.ego.cn) or Ego Beautiful Village [www.yjmlxc.com](http://www.yjmlxc.com) for more information.