



KTL GLOBAL LIMITED

(Incorporated in the Republic of Singapore under Registration Number 200704519M)

BUSINESS UPDATE – QUAD-PARTIES STRATEGIC COLLABORATION FRAMEWORK AGREEMENT WITH– X DIAMOND CAPITAL, GUANGDONG X DIAMOND AND WIN+

*Unless otherwise defined, all capitalised terms and references used in this announcement shall have the same meanings ascribed to them in the Announcements dated 23 and 30 June 2021 (the “**Previous Announcements**”).*

The Board of Directors (the “**Board**”) of KTL Global Limited (the “**Company**”, together with the subsidiaries, the “**Group**”) refers to the Company’s Previous Announcements in respect of the Company’s wholly owned subsidiary, Gold Heartland Pte. Ltd. (“**GHPL**”) entering into a brand management (“**BOP**”) service agreement with Guangdong X Diamond Technology Co., Ltd. (“**Guangdong X Diamond**”) on 23 June 2021 and the agreement signed with its first local partner, Win+ Pte. Ltd. (“**Win+**”) on 30 June 2021 whereby GHPL was amongst others, granted a royalty-free exclusive license to use the GXD Trade Marks for the purposes of, in connection with, the provision of the BOP services for the lab-grown diamond industry.

The Board wishes to announce that GHPL has on 11 August 2021, entered into a strategic collaboration framework agreement (the “**Agreement**”) with Guangdong X Diamond, WIN+ and X Diamond Capital Pte. Ltd. (“**X Diamond Capital**”), where parties intend to by way of this in-depth partnership, enhance the overall operational efficiency of the GXD brand management, reduce marketing costs while reaching out rapidly through parties’ network connections to increase global market share and create greater business value both online and offline.

Pursuant to the Agreement, Guangdong X Diamond and X Diamond Capital continue to utilise its strong product design capabilities, research and development expertise, an integrated manufacturing and supply chain for lab-grown diamonds, and the brand “X DIAMOND” created for its lab-grown diamonds for this collaboration.

Gold Heartland shall undertake the investment and management of the “X DIAMOND” brand, starting from an omni-channel brand development strategy and market research followed by the implementation of the omni-channel branding development strategy with a view to accelerate the international image of the “X DIAMOND” brand.

WIN+ shall be involved in the branding and marketing activities in accordance with the omni-channel branding development strategy to support the business activities of the online and offline “X DIAMOND” stores.

Adopting a global brand positioning approach, the first “X DIAMOND” flagship store will open in Singapore, followed by an online launch of the virtual “X DIAMOND” stores in Asia progressively.

The term of the Agreement is three years, commencing from 11 August 2021 to 10 August 2024.

BY ORDER OF THE BOARD

Chin Teck Oon
Executive Director
11 August 2021