SYNAGISTICS

SYNAGISTICS LIMITED
獅騰控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2562)
(Warrant Code: 2461)

SYNAGISTICS AND CHINA POST HONG KONG JOIN FORCES TO EXPAND AI-DRIVEN DIGITAL COMMERCE PLATFORM & TRADE ECOSYSTEM CONNECTING CHINA WITH SOUTHEAST ASIA

This announcement is made by Synagistics Limited (the "**Company**" or "**Synagistics**", together with its subsidiaries, the "**Group**") on a voluntary basis to keep holders of the Company's securities and potential investors of the Company updated on the Group's latest business developments.

The board of directors of the Company (the "**Board**") is pleased to announce that, Synagie Pte. Ltd. ("**Synagie**"), Southeast Asia's leading Artificial Intelligence (AI)-powered digital commerce platform, a wholly-owned subsidiary of the Company, today announced a strategic partnership with China Post Hong Kong Company Limited ("**China Post Hong Kong**"). The two parties will jointly build an integrated AI-driven Digital Commerce Platform & Trade Ecosystem offering automated and seamless solutions for China brands entering the Southeast Asian markets.

The strategic venture will focus on four core pillars: China brand internationalization, global logistics integration, cross-border e-commerce channel enablement, and AI and Big Data powered commerce and business intelligence. Together, the two companies aim to facilitate two-way trade between Mainland China, Hong Kong, and Southeast Asia, while addressing challenges such as fragmented regional supply chains, prohibitive fulfillment costs, and diverse consumer preferences.

Empowering the Belt and Road Digital Trade Landscape Accelerating the Rollout of the "China Brands Go-Global 100" Initiative

With Southeast Asia's demographic dividend unlocking, accelerating economic growth, and rapidly improving digital infrastructure, the region is emerging as one of the world's most dynamic hubs for e-commerce and the digital economy. According to forecasts, the region's e-commerce market is expected to surpass USD295 billion by 2025, with an annual growth rate exceeding 20%, making it the fastest-growing digital trade market globally. Against this backdrop, building an efficient, interoperable cross-border logistics and digital operations framework is essential to enable two-way trade between China and Southeast Asia.

This partnership also supports the "China Brands Go-Global 100" (CBGG) initiative, jointly driven by China and Singapore as part of the China-Singapore Cross-Border Digital Innovation Drive (2025). The program aims to advance the globalization of Chinese brands, establish data-driven trade systems, and foster cross-border innovation through regional digital collaboration. With robust capabilities in cross-border logistics and AI-driven commerce infrastructure, the collaboration between Synagie and China Post Hong Kong will provide scalable and high-efficiency support for participating CBGG 100 brands — accelerating digital integration between China and Southeast Asia and shaping a new era of borderless trade.

Key Collaboration Pillars: Building an AI + Logistics Cross-Border Ecosystem

1. China Brand Internationalization and Market Entry

China Post Hong Kong will leverage its extensive postal network and industry connections to identify and introduce high-quality brands from Mainland China and Hong Kong. Synagie will then support these brands with tailored land and expand strategies with localized digital commerce enablement across the Southeast Asia region.

2. Integrated Supply Chain and Logistics Solutions

Capitalizing on China Post Hong Kong's strength in international transportation, warehousing, and customs clearance, both parties will co-develop end-to-end logistics solutions connecting China and Southeast Asia to enhance cross-border delivery performance and boost supply chain efficiency.

3. Digital Commerce Channel Integration and Optimised Operational Support

Synagie's portfolio of global brands will be connected to China Post Hong Kong's official Douyin (TikTok China) stores and social commerce accounts, as well as to China Post's e-commerce platform, Youle. This integration, combined with China Post Hong Kong's expertise in content commerce and fulfillment, will deliver comprehensive operational support to participating brands.

4. AI-Driven Digital Commerce Platform & Trade Ecosystem

Synagie will harness its proprietary AI & Big Data platform to deliver real-time consumer insights, in-depth demand forecasting, and operational optimization solutions. Both parties will jointly offer Enterprise AI solutions to China Post Hong Kong's enterprise customers, to accelerate AI transformation for these businesses.

INFORMATION ON THE COMPANY

Synagistics Limited is a Singapore-based big data, AI & digital solutions company listed on the Main Board of the Hong Kong Stock Exchange, recognised for completing the first-ever de-SPAC transaction in Hong Kong. With Alibaba, Gobi Partners and Hong Kong Telecom as its key strategic shareholders, Synagistics benefits from strong industry backing, enabling it to drive innovation and expand its influence in Asia's rapidly evolving digital ecosystem. Synagistics is recognised as one of the top digital solutions provider in Southeast Asia and has provided its data-driven digital commerce platform Synagie to over 600 enterprises and renowned brands in the Southeast Asian market. Synagistics is also one of the few digital platform companies in Asia to achieve carbon neutrality and ISO/IEC 27001:2022 certification. With the launch of *Geene* in early March 2025, Synagistics has firmly established itself as a frontrunner in the rapidly evolving field of artificial intelligence, solidifying its position as a key leader in the global Al ecosystem and accelerating enterprise Al adoption and innovation. Synagistics continues to expand its footprint across multiple markets including the Greater China region while championing environmental responsibility and AI transformation.

For and on behalf of the Board
SYNAGISTICS LIMITED
LEE Shieh-Peen Clement
Chairman of the Board

Hong Kong, July 17, 2025

As at the date of this announcement, the board of directors of the Company comprises Mr. Lee Shieh-Peen Clement and Ms. Tai Ho Yan Olive as executive directors, Ms. Phua Nan Chie, Mr. Chong Tian Taum and Mr. Andrew D Zheng as non-executive directors, and Mr. Selva Bryan Ratnam, Mr. Andrew Chow Heng Cheong and Mr. Siek Wei Ting as independent non-executive directors.