



ASCENT BRIDGE LIMITED

(Incorporated in the Republic of Singapore)

Company Registration Number: 198300506G

Global Strategic Collaboration: Ascent Bridge Singapore Pte. Ltd. and JiuGui Liquor Co.,Ltd. (酒鬼酒股份有限公司) Global Travel Retail Exclusive Launch of Co-Branded Jiu Gui Liquor ·Li

18 February, 2025 – Ascent Bridge Limited (SGX code: AWG) (“Group”) is proud to announce a global strategic collaboration between Ascent Bridge Singapore Pte. Ltd. (“Ascent Bridge Singapore”, a wholly-owned subsidiary of Ascent Bridge Limited) and Jiugui Liquor Co.,Ltd. (“JiuGui”, a subsidiary of COFCO Group, “中粮集团”). Both parties have mutually agreed and signed a contract on 18th February 2025.

This collaboration marks a significant milestone in Jiu Gui’s global footprint for Global Travel Retail (GTR), leveraging Ascent Bridge’s extensive international distribution network to bring high-quality premium Baijiu to discerning consumers worldwide. At the same time, JiuGui, a revered name of Chinese premium Baijiu, distinguishes by its unique Fuyu Aroma, a rich and complex flavor profile that embodies the essence of traditional Chinese Baijiu. By aligning with Ascent Bridge’s business vision, Jiu Gui becomes now the second key strategic baijiu brand after Moutai Bulao since 2022 to expand its growing Baijiu portfolio.



prototype of Co-brand 750ml JiuGui Liquor ·Li (GTR exclusive)

JiuGui, known for its rich heritage and meticulous craftsmanship, with its origins dating back to the establishment of Jishou Distillery in 1956, boasts a long history and unparalleled legacy of baijiu production. The company became publicly listed in Shenzhen Stock Exchange in 1997 and joined COFCO Group (“中粮集团”) in 2016. COFCO Group is a Fortune Global 500 company and China’s largest grain and oil food central enterprise. Currently, JiuGui is the only Central Enterprise baijiu-listed company, leading the Baijiu industry in packaging, cultural marketing, cave-aged liquor, and the creation and standardization of the Fu-yu aroma (“馥郁香型”) Baijiu.

Prior to signing the contract, delegate team of Ascent Bridge visited Jiugui Liquor Co.,Ltd. in Changsha and Jishou in Hunan Province to explore and understand the brand's history and story, discussed collaboration details, toured the company's facilities, including the distillery and production workshops and experienced JiuGui's culture. This intensive visit allowed both parties to have an intensive exchange

and understanding of each other and finalized the details of the collaboration , fostering a solid foundation for the global strategic partnership.



Delegate team of Ascent Bridge and the Global Sales Team of Jiugui Liquor Co.,Ltd.

Both Ascent Bridge and JiuGui share a strong commitment of bringing premium Chinese Baijiu to the international market through the vehicle of Chinese culture, making them ideal long-term partners. The co-branded launch will be available exclusively in duty-free stores at major international airports, key travel retail hubs etc. This initiative not only enhances JiuGui's global exposure but also reinforces Ascent Bridge's role as a leading platform in expanding Baijiu's presence beyond China and continues to drive sales growth.

Notice to Shareholders and Investors

This announcement is made voluntarily to keep the public informed of the latest business developments. Shareholders and potential investors are advised to exercise caution when dealing or trading in the securities of the Company. Shareholders and potential investors are advised to read this announcement and any further announcements by the Company carefully. When in doubt as to the action they should take, shareholders and potential investors should consult their stockbrokers, bank managers, solicitors, accountants, or other professional advisers.

BY ORDER OF THE BOARD

Mr. Qiu Peiyuan and Mr Sun Quan

Joint Chairman and Joint Chief Executive Officer

18 February 2025

About Ascent Bridge Singapore Pte. Ltd.:

Ascent Bridge Singapore Pte. Ltd. is wholly owned by Ascent Bridge Limited, a Singapore mainboard listed company since 2004. Ascent Bridge Limited is a pioneer and the only overseas listed company outside of China with a core business centered Chinese Baijiu. In 2022, Group has successfully acquired MTBL Global Ptd. Ltd. which established a ten-year global strategic partnership with Moutai Group since 2018, dedicated to promoting Moutai products and assisting in expanding its international market presence. The Group has now successfully expanded its global distribution coverage in 13 duty paid countries, 15 duty free countries as well as 16 international airlines. The Group will continue to strive its leadership in promoting Asian lifestyle and culture in the spirits industry. The Group's subsidiary has its headquarters in Singapore, and also operates in Australia, Hong Kong, and the USA, advancing its mission globally.

For more information, please refer to our company website.

www.ascentbridge.com
