



Octopus forms Singapore-based joint venture with Wildfire Advisory co-founders to help global beverage brands scale across Asia-Pacific

- Integrated offering brings together advisory, execution and distribution
- Capital-light structure with an initial focus on Singapore and Malaysia

Singapore, 15 September 2026 – Octopus (APAC) Holdings Limited (the “**Company**” or “**Octopus**”) has formed a joint venture in Singapore with Mr Conor Hardy and Mr Mark Livings, co-founders of UK-based beverage consultancy Wildfire Advisory, through their respective investment vehicles, to help alcoholic and non-alcoholic drinks brands enter and scale across Asia-Pacific through a single platform spanning brand strategy, market execution and distribution.

The new entity, Wildfire APAC, brings together brand advisory and route-to-market execution under an integrated offering. By tapping its services, beverage brands are expected to benefit from a more capital-efficient route into the region at a time when they are increasingly seeking lower-risk and more scalable expansion strategies.

Octopus contributes its established alcohol wholesale distribution and route-to-market infrastructure across Singapore and Malaysia, alongside warehousing, logistics, regulatory expertise and longstanding retailer relationships built over the past decade.

The Wildfire Advisory co-founders bring global brand-building expertise and a track record of scaling premium beverage brands across more than 60 markets, supported by an international network of distributors, investors and strategic partners spanning the UK, Europe, the Middle East, North America and Australia.

Multiple revenue streams

The joint venture will operate on a capital-light model built around three complementary revenue streams: (1) retainer fees from brand partners seeking market access and execution support, (2) revenue sharing from sales generated through the distribution network, and (3) equity interests in brand principals which may be acquired as part of advisory or success-based fee arrangements.

The structure is intended to generate recurring revenue for Wildfire APAC while creating longer-term equity value as partner brands expand across the region.

Wildfire APAC will initially focus on Singapore and Malaysia and use them as launchpads to help beverage brands expand into other Asia-Pacific markets over time.



For Octopus, the joint venture complements its existing beverage distribution business and strengthens its appeal to beverage principals seeking integrated commercial solutions. Wildfire APAC also gives Octopus access to a pipeline of international beverage brands exploring expansion into Asia-Pacific, while adding a recurring and scalable advisory revenue stream alongside its distribution business.

The joint venture comes after Spain-based Grupo Osborne — one of Europe's oldest wines and spirits producers founded in 1772 — appointed Octopus as its principal distributor in Singapore and announced a S\$5 million equity investment to support the firm's expansion into regional distribution and brand development.

Dato' Elaine Teh, Group Managing Director of Octopus, said: *"We believe there is a gap in the beverage industry for a partner that can support brands from strategic planning all the way to market launch and distribution across multiple markets. By combining Wildfire Advisory's international brand-building capabilities with Octopus' on-the-ground infrastructure and execution in Southeast Asia, we are creating a more seamless route for beverage brands looking to scale in Asia-Pacific."*

Mr Conor Hardy, co-founder of Wildfire Advisory, said: *"We built Wildfire to transform high-potential beverage brands into global businesses with precision and pace. Asia-Pacific is the next logical step. It is a region of high growth and high intent, and placing a stake here allows us to future-proof our portfolio and diversify beyond traditional Western markets. We know that this collaboration will mean faster market access and stronger commercial outcomes for our brand partners."*

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About Octopus (APAC) Holdings Limited

Octopus (APAC) Holdings Limited is a Singapore-listed alcohol distributor focused on building a scalable regional platform through acquisitions and partnerships with global brand owners. Formerly known as GS Holdings Limited, the Company distributes a portfolio of beers, wines and spirits across Asia-Pacific through a network spanning retail, on-trade and wholesale channels.

For more information: <https://www.octopusholdings.asia>

About Wildfire Advisory

Wildfire Advisory is a global beverage growth platform focused on brand incubation, commercial strategy and international expansion. The business works with beverage companies, founders and investors to help scale brands across multiple markets through advisory, route-to-market and strategic partnership capabilities.

For more information: <https://www.wildfireadvisory.com>



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