TGE Confirms Plan to Launch 15–20 L'Officiel Coffee Shops Worldwide Over Next Three Years

PARIS & NEW YORK & SINGAPORE -- AMTD Group Inc. ("AMTD" or the "Group"), alongside The Generation Essentials Group (NYSE: TGE), a subsidiary of the Group under AMTD Digital (NYSE: HKD), jointly announced that the board of directors of AMTD Group, together with TGE, have approved plans to open 15 to 20 L'Officiel Coffee shops across major cities worldwide over the next three years, marking a significant step in TGE's global growth strategy and the extension and expansion of the intellectual property under AMTD L'Officiel.

In April this year, L'Officiel opened its first-ever L'Officiel Coffee in Tokyo, Japan. Featuring carefully curated specialty coffees, beautifully crafted sweets including L'Officiel Moose Cakes, and a stylish space, the venue's popularity grew rapidly, establishing it as a vibrant social and cultural hotspot beloved by influencers, local communities, and visitors alike.

Building on this proven success, TGE has confirmed its plan to replicate the Tokyo model in other key cities around the world. By leveraging its influential media presence, extensive involvement in the global entertainment industry, and wide networks, TGE envisions L'Officiel Coffee evolving into a "global space" that goes beyond a traditional café. These venues will host exhibitions, events, and activities aimed at amplifying TGE's IP voice, maximizing engagement, strengthening partnerships, and delivering immersive, luxury experiences in a casual style to global customers.

About The Generation Essentials Group (formerly known as World Media and Entertainment Universal Inc.)

The Generation Essentials Group, jointly established by AMTD Group, AMTD IDEA Group (NYSE: AMTD; SGX: HKB) and AMTD Digital Inc. (NYSE: HKD), is headquartered in France and focuses on global strategies and developments in multi-media, entertainment, and cultural affairs worldwide as well as hospitality and VIP services. TGE comprises L'Officiel, The Art Newspaper, movie and entertainment projects. Collectively, TGE is a diversified portfolio of media and entertainment businesses, and a global portfolio of premium properties.

About AMTD Group

AMTD Group is a conglomerate with a core business portfolio spanning across media and entertainment, education and training, and premium assets and hospitality sectors.

About AMTD IDEA Group

AMTD IDEA Group (NYSE: AMTD; SGX: HKB) represents a diversified institution and digital solutions group connecting companies and investors with global markets. Its comprehensive one-stop business services plus digital solutions platform addresses different clients' diverse and inter-connected business needs and digital requirements across all phases of their life cycles. AMTD IDEA Group is uniquely positioned as an active super connector between clients, business partners, investee companies, and investors, connecting the East and the West. For more information, please visit www.amtdinc.com or follow us on X (formerly known as "Twitter") at @AMTDGroup.

About AMTD Digital Inc.

AMTD Digital Inc. (NYSE: HKD) is a comprehensive digital solutions platform headquartered in France. Its one-stop digital solutions platform operates key business lines including digital media, content and marketing services, investments as well as hospitality and VIP services. For AMTD Digital's announcements, please visit https://ir.amtdigital.net/investor-news.

Safe Harbor Statement

This press release contains statements that may constitute "forward-looking" statements pursuant to the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "aims," "future," "intends," "plans," "believes," "estimates," "likely to," and similar statements. Statements that are not historical facts, including statements about the beliefs, plans, and expectations of TGE, AMTD IDEA Group and/or AMTD Digital, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. Further information regarding these and other risks is included in the filings of TGE, AMTD IDEA Group and AMTD Digital with the SEC. All information provided in this press release is as of the date of this press release, and none of TGE, AMTD IDEA Group and AMTD Digital undertakes any obligation to update any forward-looking statement, except as required under applicable law.

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