

**MEMORANDUM OF UNDERSTANDING IN RELATION TO A MARKETING
COLLABORATION FRAMEWORK WITH ORANGETEE & TIE PTE. LTD.**

1) INTRODUCTION

The board of directors (the “**Board**”) of Sevens Atelier Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) announces that its wholly-owned subsidiary, Sevens Build Pte. Ltd. (“**SBPL**”), has on 26 September 2025 entered into a memorandum of understanding (“**MOU**”) with OrangeTee & Tie Pte. Ltd. (“**OTT**”) to establish a non-exclusive marketing collaboration framework.

2) INFORMATION ON SBPL AND OTT AND DETAILS OF MOU

SBPL is a Singapore-incorporated design-and-build company and a wholly-owned subsidiary of the Company. It focuses on turnkey delivery of bespoke landed homes, covering design development, cost planning, project management and construction execution for homeowners in Singapore.

OTT is a Singapore-incorporated real estate services agency with an established brand presence and a sizable regional agent network serving homeowner and investor communities.

The Board believes that the collaboration with OTT allows the Group to leverage on OTT’s following strengths: (i) its reach to homeowner and investor audiences via its agent and client channels can enhance campaign distribution, (ii) its established marketing platforms (including website, social media, newsletters and agent portals) can amplify co-branded content and events, and (iii) its operational experience in organising seminars, webinars and roadshows complements SBPL’s design-and-build expertise for joint initiatives.

Under the MOU, SBPL and OTT intend to plan and execute joint marketing and outreach initiatives, including public and private seminars (physical and virtual), marketing events and roadshows, content marketing (such as articles, reports, videos, webinars and social content), co-branded campaigns (digital and offline) and other mutually agreed initiatives relevant to the Parties’ businesses. The collaboration is non-exclusive and each initiative will be mutually confirmed in writing prior to execution.

3) RATIONALE

The collaboration is expected to broaden audience reach, enhance brand visibility and support lead generation for both parties within homeowner and investor communities.

4) RESPONSIBILITIES OF SBPL AND OTT

Pursuant to the MOU, SBPL contributes subject-matter expertise in design-and-build, lead creative development and/or production for co-branded materials when agreed upon, arrange venue(s) or virtual event platforms, where SBPL is the host, and manage event operations, and coordinate with vendors where SBPL is responsible. On the other hand, OTT is responsible for distribution of information and materials by circulating co-branded contents and event invitations through its owned channels such as agent communications, newsletters, corporate website, social media pages, agent dashboards/portals and physical touchpoints at roadshows or branches and by listing campaigns on its marketing calendar (each initiative subject to mutual approval). OTT will also support on-ground execution (e.g., venue sourcing, RSVP/attendance management, check-in and basic audio-visual coordination). Joint planning (including an activity calendar and key performance indicators) will align initiatives to deliver measurable outcomes.

5) FINANCIAL IMPACT

This entry into the MOU is not expected to have any material impact on the Group's earnings per share or net tangible assets per share for the current financial year ending 31 December 2025.

6) INTERESTS OF DIRECTORS AND CONTROLLING SHAREHOLDERS

Save for their respective shareholdings (if any) in the Company, no Director or controlling shareholder of the Company has any interest, direct or indirect, in the MOU.

By Order of the Board

Mr. Lawrence Chen Tse Chau
Independent Director and Non-Executive Chairman
26 September 2025

*This announcement has been reviewed by the Company's sponsor, PrimePartners Corporate Finance Pte. Ltd. (the "**Sponsor**"). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the "**Exchange**") and the Exchange assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.*

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