



ASCENT BRIDGE LIMITED

(Incorporated in the Republic of Singapore)

Company Registration Number: 198300506G

**Signing Ceremony between Shenzhen MTBL Global Technology Co., Ltd
And Guizhou Qianfeng Yintong
on “YiFangHe Mall”, a Non-Tobacco Product Supply Chain Platform**

Singapore, April 16, 2025 — Ascent Bridge Limited (“**Ascent Bridge**” or the “**Company**”, and together with its subsidiaries, the “**Group**”) announced today that its wholly owned subsidiary, Shenzhen MTBL Global Technology Co., Ltd (“**MTBL Shenzhen**”) has, on 15 April 2025, entered into a “YiFangHe Mall” Non-Tobacco Product Supply Chain Platform Service Cooperation Agreement with Guizhou Qianfeng Yintong Investment Co., Ltd. (“**QFYT**”) in Shenzhen. This strategic partnership marks a deepened collaboration in Shenzhen's non-tobacco product supply chain sector, jointly promoting the development and operation of the “YiFangHe Mall” platform.

MTBL Shenzhen is a wholly owned technology subsidiary of MTBL Global Technology Pte Ltd (“**MTBLGT**”). MTBL Global Pte. Ltd., being a wholly owned subsidiary of Ascent Bridge and an intermediate holding company of MTBLGT, obtains the exclusive overseas distribution rights for Moutai Bulao 125ml and cover across 17 duty-free and 15 duty-paid markets worldwide.

QFYT is focused on innovating retail models for the tobacco sector by integrating “tobacco and non-tobacco” product offerings. It holds the exclusive operating rights for “YiFangHe Mall” non-tobacco supply chain platform in Shenzhen. Shenzhen YiFangHe Commercial Management Co., Ltd., the owner of YiFangHe Mall, is a subsidiary of Shenzhen Tobacco Company and plays a central role in building the “Internet + Tobacco Retail” ecosystem.

Two parties will be responsible for the exclusive operation of the non-tobacco product supply chain platform of YiFangHe Mall in Shenzhen.

This cooperation will leverage a network of over 55,000 licensed tobacco retailers in Shenzhen, providing them with comprehensive, one-stop non-tobacco services, including product sales, supply chain management, brand promotion, and logistics support.



Left to Right, Mr. Zhou Han Ping, Director of QFYT; Mr. Cui Li Zhen, VP Sales China of Ascent Bridge

“This collaboration not only reflects the strategic resource integration of both parties, but also a proactive response to the digital transformation trend of China’s non-tobacco supply chain,” said a representative of MTBL Shenzhen. “We aim to revitalize traditional retail terminals through advanced technology, operations, and services.”

A representative of QFYT added: “We are delighted to enter into a deep collaboration with MTBL Shenzhen to jointly build the non-tobacco section of YiFangHe Mall. This partnership will help retail tobacco shops diversify their operations, enhance profitability, and strengthen their brand value.”

The signing of this agreement marks a new phase of high-quality development for the non-tobacco segment of YiFangHe Mall and initiates a comprehensive strategic cooperation between Ascent Bridge and Shenzhen Tobacco. This agreement also opens up a new revenue stream for Ascent Bridge, primarily in the Chinese market, further strengthening the Group’s income structure and supporting its long-term growth strategy. It lays a solid foundation for future collaboration in digital retail, supply chain coordination, and multi-format integration in Shenzhen’s non-tobacco market.

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

17 April 2025

About Ascent Bridge Limited:

Ascent Bridge Limited is a pioneer and the 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 15 duty paid countries, 17 duty free countries as well as 18 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.

About Guizhou Qianfeng Yintong Investment Co., Ltd:

Guizhou Qianfeng Yintong Investment Co., Ltd is a regional investment entity based in Guizhou Province, China. It is involved in exploring diversified development models in the tobacco retail sector, particularly focusing on integrating tobacco and non-tobacco products. Qianfeng Yintong has secured the exclusive operational rights for the non-tobacco product supply chain platform of "Yifanghe Mall" in Shenzhen. This platform aims to modernize tobacco retail by incorporating non-tobacco products and digital services.

For more information, please refer to our company website.

www.ascentbridge.com
