

PRESS RELEASE

Savour the Finest in Chinese Liquor: Beloved Spirit Brand Moutai Bulao Takes Center Stage with Innovative Tasting Experiences for Consumers

- Chinese baijiu is the most consumed liquor in the world - with an estimated 40 per cent share of the global liquor market
- Moutai Bulao stands out as the finest baijiu brand and continues to make its mark overseas by introducing innovative tasting experiences for new consumers



SINGAPORE, 21 July 2022 – Powerful, distinctive, and clear as water, baijiu is often cited as the most consumed liquor in the world. While much of this consumption has been driven domestically, baijiu has been gaining massive popularity all across the world, and the best drinking cities in the world - from London and New York to Singapore - are quickly embracing the potential in baijiu's fragrant aroma and complex flavour.

Among the finest baijiu brands is Moutai (茅台), which continues to stand at the top of global consumer popularity, according to a 2021 report from [valuation consultancy Brand Finance](#). Specially designed for overseas markets, Moutai Bulao 125ml (茅台不老礼系列) comes in a smaller volume meant to encourage trial among people who are new to the liquor. Moutai Bulao is exclusively distributed worldwide (excluding Mainland China) by MTBL Global Pte Ltd (MTBL), a fully-owned subsidiary of Ascent Bridge Limited (礼仕时集团) (formally known as AEI Corporation Limited), and has been its key strategic brand and product since 2018.

To raise awareness and encourage adoption of Moutai Bulao abroad, MTBL has introduced a new concept known as the "Tasting Era" (see Appendix A), which refers to innovative tasting experiences. Similar to how sake is synonymous with Japanese cuisine, the "Tasting Era" aims to shape accessible and delightful baijiu experiences for new consumers by introducing Moutai Bulao with Chinese food pairings. Around 350 guests witnessed the grand launch of the "Tasting Era" yesterday at the Ritz Carlton.

Chinese Baijiu starts from Tasting Era
Tasting Era starts with Moutai Bulao (茅台不老)
Moutai Bulao starts with Chang Chang (尝尝)

Supporting the “Tasting Era” is MTBL’s newly-launched 4th generation of smart liquor experience machines (see Appendix B), which retails Moutai Bulao in a new volume - 5 ml shots - via a network of F&B and lifestyle establishments in Singapore. Unlike traditional beverage supply and distribution channels, MTBL has leveraged technology to better manage supply to meet customers’ needs, enabling economies of scale by relying on digital network infrastructure, large-scale data collection and analysis, and a network of smart liquor experience machines.

With its precision marketing technology and mobile app, Chang Chang (尝尝), consumers are able to sample Moutai Bulao at participating restaurants. Besides the 125 ml bottle, Moutai Bulao also comes in a 4-bottle bundle which makes a great present for family, friends and business partners. The full baijiu experience comes to life when consumers combine their liquor shots with curated Chinese cuisine pairings - a culture that dates more than a thousand years back.



Fancy meat skewers to go along with your generous shot of Moutai Bulao?
The 4th generation smart machine empowers live food pairings at participating restaurants.



“Baijiu is experiencing rapidly rising demand overseas and there is tremendous potential for growth. But beyond its novelty, baijiu is also rooted in centuries of culture and tradition - it is the spirit that binds and encourages social interconnectivity, perfect for large gatherings at banquet tables over a multi-course meal. By launching the latest generation of our smart machines at restaurants worldwide, our impetus is for consumers to be acquainted and immersed into the world of baijiu as authentically as possible - through a shared celebration of food and drinks,” said **Mr. Joe Sun, Executive Chairman and Chief Executive Officer of Ascent Bridge**, the Group that owns MTBL.

Moutai Bulao is distilled from fermented sorghum and rice, and is the first product in its category to include longan, wolfberry, hawthorn, and Angelica dahurica - giving it a much smoother taste instead of a fiery mouthfeel. It is also one of the most valuable spirits worldwide as the alcohol is derived from a thousand-year-old traditional brewing technique which is one of the most complicated brewing processes in the liquor industry.

With its strong alcohol content and long-lasting, prominent flavour, Moutai has often been a source of inspiration in the ever-evolving culinary art scene. Moutai Bulao goes well with strong flavours such as smoked, pickled or fatty meats including Buffalo wings and pork. Seafood and Moutai Bulao also go well together as the liquor brings out the natural sweetness of fresh seafood. Other natural pairings with Moutai Bulao include grilled Korean foods, caviar and Japanese sashimi.

Baijiu also possesses great potential in cocktails, and mixologists across the world are increasingly putting their own creative spin on the drink, such as by infusing Moutai with herbs and botanicals to unlock fresh and delicate flavours. This presents a great opportunity for Moutai Bulao to appeal to and introduce the brand to younger audiences who are adventurous and want to seek bold flavours. As part of the “Tasting Era”, Moutai Bulao has partnered with The Social Alley and Lamborghini Club in Singapore to offer exclusive cocktails infused with the liquor.

To further raise awareness and appreciation for baijiu, MTBL has set up an interactive cultural exhibition and liquor tasting space for the public as well as baijiu enthusiasts, especially Moutai lovers. Visitors can learn more about the unique distillation and fermentation processes involved in making baijiu and Moutai Bulao through an immersive VR experience. MTBL also has an exclusive global membership programme where members get to enjoy fine dining experiences, a trip to Moutai town, MTBL global membership business networks and various other benefits at any of its cultural centres worldwide. In 2019, the first overseas MTBL Cultural Centre opened in Singapore. MTBL plans to set up 16 Cultural Centres around the world as part of their overall expansion plans.

Customers can now enjoy access to Moutai Bulao at more than 70 locations in Singapore. For the first phase of the “Tasting Era”, MTBL is targeting to deploy 800 units of its 4th generation of smart liquor machines across Singapore. The brand is also offering a special, limited-time treat for Singapore consumers by giving away 32,000 Moutai Bulao shots, which can be redeemed at F&B and lifestyle establishments via the Chang Chang (尝尝) app. Key partners include Man Dang Dang BBQ (满当当原炭烧烤), Xielao Song (蟹老宋), Little Lamb (小尾羊), 食立方. Please see Appendix C for a list of the restaurants where the 4th generation of smart liquor machine is available now. The Chang Chang (尝尝) app can be downloaded from the Apple or Google Play store.

The MTBL Cultural Centre in Singapore is located at Suntec City Sky Garden, #03-300. For more information about MTBL, please visit www.mtblglobal.com.

- END -

About Moutai Bulao (茅台不老)

Moutai Bulao is a 53° mixed liquor manufactured by Guizhou Moutai Winery (Group) Health Wine Co., Ltd., a subsidiary of state-owned Kweichow Moutai Group. It shares the same roots and origin as Kweichow Moutai and has been selected as the key strategic brand and product in Moutai Group since 2018. It is available in bottles of 125 ml, a packaging specially designed to encourage consumption in global markets. Moutai Bulao is distilled from fermented sorghum and rice, and is the first product in its category to include four distinct ingredients - longan, wolfberry, hawthorn, and Angelica dahurica. Derived from a thousand-year-old traditional brewing technique, the entire process of producing one batch of Moutai Bulao takes a minimum of three to five years, setting this as one of the most complicated brewing processes in the entire liquor industry. Moutai Bulao has been the Group’s key strategic global product since 2018.

About MTBL Global Pte Ltd

MTBL Global Pte Ltd (MTBL) owns the exclusive global distributor rights (excluding Mainland China) to market and sell Moutai Bulao, one of the most valuable spirits brands in the world, in 125ml bottles. Unlike traditional beverage supply and distribution channels, MTBL leverages technology to innovate its distribution channels, relying on digital network infrastructure, large-scale data collection and analysis, and a network of smart liquor experience machines to enable better accessibility for consumers. As part of its outreach strategy, MTBL will

progressively launch these machines in 39 different countries through partner stores, with this serving as MTBL's primary distribution channel.

MTBL also holds exclusive rights to establish MTBL Cultural Centres globally. The centres serve as a platform for people to learn about the long-standing culture of Chinese cuisine and baijiu pairings, and to showcase the unique distillation and fermentation processes involved in making baijiu. Consumers who join MTBL's exclusive global membership programme will get to enjoy fine dining experiences, a trip to Moutai and various other benefits at its cultural centres worldwide.

About Ascent Bridge Limited (礼仕时集团)

Founded in 1983 and subsequently listed on SGX Main Board on 11 February 2004, Ascent Bridge Limited (formerly known as AEI Corporation Limited) is engaged in the business of production, sale and distribution of food and beverages. The Company acquired MTBL Global Pte Ltd ("MTBL") and changed the name of the company to Ascent Bridge Limited with a new logo and Chinese name (Li Shì Shí) in March 2022. The Chinese name reflects the new direction and focus of the Group. The new name carries a new logo with the tagline, New Spirit, New Impetus. Li stands for our product, Shì stands for People and Shí stands for right timing. The name embodies the combination of the elements of right timing, right place and right people to build a successful Group.

In acquiring MTBL, the company has achieved a milestone in its diversification into the food and beverage business. MTBL owns the exclusive global distributor rights (excluding Mainland China) to market and sell Moutai Bulao 125ml liquor product, one of the most valuable spirits brands worldwide. Unlike traditional beverage supply and distribution channels, MTBL has innovated its distribution channels by leveraging IT concepts, digital network infrastructure, big data, and a network of smart vending machines. The network of smart vending machines will span over our partners' stores in geographic markets, serving as MTBL's primary distribution channel.

For more information, please visit www.ascentbridge.com

Issued by:

Ascent Bridge Limited 礼仕时

9 Temasek Boulevard, #28-05,
Suntec Tower Two, Singapore 038989
Tel: (65) 6536 6228 Fax: (65) 6557 2136

For IR and media queries, please contact:

Email: mtbl@woodnoteconsulting.com

For business queries, please contact:

Ms Haze Shi

Tel: (65) 6536 6228

Email: haze.shi@ascentbridge.com.sg

Appendix A - The “Tasting Era”



Chinese Baijiu Leverages Technology for overseas markets

Chinese Baijiu starts from Tasting Era
Tasting Era starts with Moutai Bulao (茅台不老)
Moutai Bulao starts with Chang Chang (尝尝)

科技助力中国白酒走向海外

海外白酒从**品尝** 时代开始
品尝时代从**茅台不老酒** 开始
茅台不老酒从“**尝尝**” 开始

Appendix B: 4th Generation Smart Experience Liquor Machine



Appendix C – List of restaurants with 4th generation smart liquor machines

Restaurant Name (餐厅名称)		Address	Contact Number
Old Chengdu	老成都	80 Pagoda St Singapore 059239	+65 6222 6858
Man Dang Dang BBQ	满当当原炭 烧烤	91 Geylang Rd Singapore 389204	+65 6743 1588
Master He BBQ Restaurant	何师傅烤骨 头	81 Geylang Rd Singapore 389199	+65 6970 8858
Xielao Song	蟹老宋	79/81 Pagoda Street Singapore 059238	+65 6225 0158
Little Lamb	小尾羊	3 Temasek Boulevard #03-304/305 SkyGarden Suntec City Singapore 038983	+65 6909 7707
Coconut Chicken Hot Pot	椰子鸡火锅	6 Tan Quee Lan Street Singapore 188095	+65 88786819
Oriental Cuisine	东方美食	7 Mosque Street Singapore 059487	+65 8811 3000
Steamboat and BBQ Buffet	娟东记火锅	520 Balestier Road #02-01 VIO@Balestier Singapore 329853	
Xiaoxiang Restaurant (Hunan style)	潇湘园 (湖南风味)	260 Geylang Rd Singapore 389316	+65 6841 7116
Chuan Wei Xuan	川味轩	348 Joo Chiat Rd Singapore 427597	+65 6348 8003
Wo Peng Cuisine	和平宴	Furama City Centre 60 Eu Tong Sen Street #03-01 Singapore 059804	+65 6533 2282/ 6534 2282
Imperial Grand Pte Ltd	唐苑小叙	11 Sam Leong Road #03-01 TRIO Singapore 207903	+65 8100 5741
Kam Boat Teochew Restaurant	金龍船潮州 酒家	Orchard Rendezvous Hotel 1 Tanglin Road#01-13 S247905	+65 6733 6755
British Hai Nan	-	75 Carpmael Rd, Singapore 429812	+65 6336 8122
Ni Pang Zi Grilled Fish	尼胖子的烤 魚店	45 Boat Quay Singapore 049835	+65 9383 8373/ 6532 9006
Yan Lai Ju	宴來居	01-25/26,2 Venture Singapore 608526.	+65 6970 0010
Huda Restaurant SG	胡大饭店	56 Temple street Singapore 058601	+65 8321 8083

Shi Li Fang Hot Pot	食立方	181 Orchard Road#07-10/11 Singapore 238896	+65 6870 8880
Shi Li Fang Hot Pot	食立方	133 New Bridge road #B2-17 Singapore059413	+65 6870 8883
Shi Li Fang Hot Pot	食立方	180 Kitchener Rd #02-53/54 Singapore208539	+65 6870 8885
Shi Li Fang Hot Pot	食立方	302 Tiong Bahru Rd #02-112 Singapore168732	+65 6870 8898
Shi Li Fang Hot Pot	食立方	1 Vista Exchange Green #02-09 Singapore138617	+65 6870 8899
Shi Li Fang Hot Pot	食立方	1 Maritime Square #01-12/13/14 Singapore 099253	+65 6870 8884
Shi Li Fang Hot Pot	食立方	604 Sembawang Rd #01-21 Singapore758459	+65 6870 8897
Shi Li Fang Hot Pot	食立方	301 Upper Thomson Rd #01-40/41/42 Singapore 574408	+65 6870 8882
Shi Li Fang Hot Pot	食立方	18 Yishun Ave 9 #01-32/44 Singapore 768897	+65 6870 8892