



ASCENT BRIDGE LIMITED

(Incorporated in the Republic of Singapore)

Company Registration Number: 198300506G

Moutai Bulao Products Launch at Singapore Changi Airport in July 2024

22 July 2024 – Ascent Bridge Limited (SGX code: AWG) (the “Company” and its subsidiaries collectively the “Group”) is proud to announce that MTBL Global Pte. Ltd. (“MTBL Global”), a wholly owned subsidiary of the Company, officially launches its Moutai Bulao products (the “Product”), at Singapore Changi Airport on July 22, 2024. This launch, in collaboration with Lotte, will feature the Single Bottle 125ml Gift Box, the Four Bottle 125ml*4 Gift Set, and the Moutai Bulao Classic Blue 500ml, which are available at departure shops in all four terminals (T1, T2, T3, T4).

Singapore Changi Airport is one of the world's most prestigious and busiest airports, catering to over 50 million high-end international travelers annually, according to the official Changi Airport website. This strategic location offers an unparalleled opportunity for brand exposure and sales growth, allowing the Product to reach a sophisticated and global audience.

This launch marks MTBL Global’s first collaboration with Lotte in Singapore, one of the renowned global duty-free operators with 43 years of history and 21 locations in 7 countries. MTBL Global is proud to have partnerships with other leading international duty-free operators, including King Power International, Dubai Duty-Free, Lagardère Travel Retail, and DFS Group. These collaborations highlight Group’s strong presence and resource capabilities in the international duty-free market.

Since beginning foray into the duty-free market in May 2023, MTBL Global has rapidly expanded its footprint and become the only one Baijiu-concept platform with global exposure in both duty-paid and duty-free channels. Within just over a year, MTBL Global has established presence in 15 countries/markets and formed partnerships with 16 international airlines in duty free channel. In May 2024, MTBL Global participated in the world's largest duty-free exhibition, the Tax-Free World Association (TFWA) annual event in Singapore. This event allowed us to connect with various stakeholders in the global duty-free channel. Through this exhibition and our ongoing efforts, MTBL Global anticipates further expanding its coverage in global duty-free channels.



Moutai Bulao Three SKUs Available at Singapore Changi Airport

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 Sun Quan

Chairman and Chief Executive Officer

22 July 2024

About MTBL Global Pte. Ltd.:

MTBL Global Pte Ltd is wholly owned by Ascent Bridge Limited, a Singapore mainboard listed company since 2004. MTBL Global is granted global exclusive distribution rights of promoting Moutai Bulao 125ml outside mainland China. Company strives to lead in promoting Asian lifestyle and culture in the spirits industry. With headquarters in Singapore, MTBL Global also operates in Australia, Hong Kong, and the USA, advancing its mission globally.

For more information, please refer to our company website.

www.mtblglobal.com
