



OCEANUS GROUP LIMITED

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NEWS RELEASE

OCEANUS' SUBSIDIARY SEASON GLOBAL TRADING SECURES EXCLUSIVE AGENCY FOR PENFOLDS CHAMPAGNES SERIES IN CHINA

- *Strengthens the Group's beverage distribution subsidiary's product offering in China*
- *This marks a significant milestone as it's the first time Treasury Wine Estates has granted exclusivity to a company for whole of China since its initial venture into China over 20 years ago.*
- *Well-positioned to integrate Season Global's multiple online and offline channels with Penfolds' traditional sales channels to accelerate the marketing of Penfolds Champagne series in China*

Singapore, 22 March 2024 – Homegrown company with a diverse business portfolio spanning Food Production, Distribution, Services and Innovation, Oceanus Group Limited ("**Oceanus**", 欧圣集团, and together with its subsidiaries, the "**Group**"), today announced that its subsidiary, Season Global Trading Pte. Ltd. ("**Season**") has been appointed by Treasury Wine Estates ("**TWE**") as the exclusive agency for the distribution of its Penfolds Champagne series across China. TWE is one of the world's leading premium wine companies, and is listed on the Australian Securities Exchange.



(Left to right) Mr. Li Haoming, Director, Season Global (CN) Co. Ltd, Mr. Tom King, Managing Director, Penfolds, Ms. Shero Dong, Group CEO of SEASON, Mr. Tim Ford, CEO, Treasury Wine Estates, Mr. Peter H.K. Koh, PBM, Executive Director and Group CEO of Oceanus, Ms. Kristy Keyte, CMO at Penfolds at Treasury Wine Estates, Ms. Christy Yao, Marketing Director – North Asia, Treasury Wine Estate

The Group had earlier held a signing ceremony in Chengdu, China, to mark SEASON's official appointment as the exclusive agency for Penfolds Champagne series across China. The signing ceremony was attended by senior management representatives from Oceanus, Season, TWE and Penfolds.

With an established track record of over 40 years, Season has built a strong reputation for its experience in importing and successfully marketing a wide portfolio of internationally renowned alcoholic beverage brands to Chinese consumers over the years. Season has also established an extensive business-to-business (“**B2B**”) and business-to-consumer (“**B2C**”) network covering multiple online and offline channels.

For the offline channels, this includes a wide network of supermarkets and convenience stores, which encompasses over 3,000 local retail stores across China. Within the online channels, SEASON has successfully established its own storefronts on major online platforms, which includes JD.com, PinDuoDuo, and DouYin. SEASON was ranked as one of the top five storefronts on JD.com and PinDuoDuo in the beverage segment. Season is also in partnership with Hong Kong's Television Broadcasts Limited (“**TVB**”) to engage in live broadcasting of liquor products on DouYin.

Oceanus' Chief Executive Officer, Mr. Peter Koh, PBM, said, “This latest collaboration with Treasury Wine Estates is an exciting development at Oceanus. It marks a significant milestone for the Group as it is the first time that Treasury Wine Estates granted exclusivity to a company for the distribution of its wine products within China since its initial venture into the country more than two decades ago. This is also testament to the Group's marketing capabilities and extensive distribution network in China. Riding on this achievement, we will continue to leverage on our global trading and distribution network to further enhance our product range and bring greater value to our customers and business partners.”

SEASON's Chief Executive Officer, Ms. Shero Dong, said, “We are delighted to be appointed as the exclusive agency for Treasury Wine Estates to distribute Penfolds Champagne series across China. This collaboration shows that Treasury Wine Estates recognise the competitive edge that we have in China's beverage industry and is a strong endorsement of Season's capabilities.

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About Oceanus Group Limited

Oceanus Group Limited (“**Oceanus**”, and together with its subsidiaries, the “**Group**”), is a global corporation listed on the Mainboard of the SGX-ST since May 2008, with a diverse business portfolio spanning Food Production, Distribution, Services and Innovation.

Our Mission - As the Asian Leader in Food Security, we create a more efficient and resilient global food marketplace, where the trade of food flows without friction.

As supply chain experts, we ensure joined-up and seamless services for suppliers and procurers alike, encompassing everything from payment and financing to logistics, storage, and distribution. As a technology company, we deliver digital platforms that leverage the power of data to connect global food markets. With a network comprising 36 subsidiaries spanning key Asian markets, we serve as the vital link connecting the world to Asia.

Oceanus Group Limited is headquartered and listed in Singapore, ranked first in terms of the Global Food Security Index.

For more information, please visit: <http://oceanus.com.sg/>

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