



iWOW TECHNOLOGY LIMITED

(Company Registration Number: 199905973K)

For Immediate Release

iWOW AND GetSetUp LAUNCH IN SINGAPORE TO REDEFINE AGEING: FROM CARE RECIPIENTS TO ACTIVE CONTRIBUTORS

Singapore, 14 April 2026 – iWOW Technology Limited (“iWOW” or the “Company”, and together with its subsidiaries, the “Group”) has entered into a strategic partnership with global peer-learning platform GetSetUp, marking its launch in Singapore at the World Ageing Festival. Together, they aim to fundamentally reshape how ageing is perceived — from a model where seniors are passive recipients of care, to one where they are active contributors, producers, and participants in society.

This initiative reflects a broader shift in iWOW’s direction from an AgeTech solutions provider to a builder of a holistic eldercare ecosystem.

“For too long, ageing has been framed around support and services,” said Raymond Bo, CEO & Executive Director, iWOW Technology Limited. “But many seniors today are capable, curious, and want to contribute. The question is not how to care for them but how to enable them to stay engaged & purposeful, so that they can maintain their sense of agency into their golden years”.

A New Model: Productive Ageing Through Peer Contribution

At the heart of this partnership is the GetSetUp learning & community platform. It was designed around a simple but powerful idea: seniors learn best from other seniors. More importantly, it creates a pathway for seniors to become:

- Contributors — teaching skills, sharing experience;
- Producers — participating in knowledge-based, flexible work; and
- Active learners — continuously building new capabilities.



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This unlocks a model of productive ageing, where both younger retirees and older seniors can remain socially, mentally, and economically engaged. Rather than being defined by decline, seniors are repositioned as assets: individuals with not only knowledge & experience, but time and a desire to give back.

Expanding Access and Participation

Singapore's Active Ageing Centres ("AACs") play a vital role in fostering community connection and active ageing. Complementing these efforts, the GetSetUp platform extends opportunities for seniors to participate virtually through safe and accessible digital spaces. With peer-led online learning guided by trusted seniors, older adults can connect, learn new skills, and engage with their community anytime from the comfort of home. This flexible model supports greater inclusion for seniors with different schedules, mobility needs, or personal preferences, while creating a seamless bridge between online and in-person engagement. By strengthening access to social connection and lifelong learning, GetSetUp also enhances community resilience and helps ensure continuity of support during periods of disruption, such as pandemics or extreme weather events.

Making AI Accessible Through Peer Learning

As part of its Singapore launch, GetSetUp will be helping seniors adopt AI tools in practical, relevant ways.

We hope that through peer-led guidance, seniors will learn to configure and use AI tools like ChatGPT and Google Gemini for everyday needs — from staying connected with family to managing routines and exploring personal interests.

"When learning is guided by peers who understand their concerns, seniors gain confidence much faster," said Neil Dsouza - President, GetSetUp Inc. "Technology becomes empowering, not intimidating."



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“At DBS Foundation, we believe ecosystem collaboration is key to unlocking new ideas and models that address evolving societal needs. As one of our inaugural Impact Beyond Award winners, we’re proud to witness iWOW Technology’s growth and innovation. As longevity rises across Asia, it is increasingly important to reshape the narrative around ageing - from deficit to possibility - and to recognise the valuable contributions seniors continue to make in society. This milestone reflects that vision, and we look forward to the positive impact iWOW Technology and their partner GetSetUp will create moving forward.”
- Karen Ngui, Head of DBS Foundation.

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About iWOW

iWOW Technology Limited is a Singapore Exchange (“SGX”) listed technology company focused on purpose-driven innovation, leveraging its strengths in wireless communications R&D to deliver IoT solutions for rapidly urbanising and ageing societies. iWOW is known for its innovative AgeTech solutions under the Buddy of Parents (“BOP”) brand, which was a recipient of the DBS Foundation Impact Beyond Award.

For more information, please visit <https://www.iwow.com.sg/> and <https://www.buddyofparents.com/>.

About GetSetUp

GetSetUp is a fast-growing learning and community platform for older adults, delivered through partnerships with health plans, government agencies, libraries, and nonprofits. It offers peer-led programs in digital literacy, wellness, caregiving, and lifelong learning, alongside opportunities for social connection.

With millions of learners globally, GetSetUp provides live and on-demand content in multiple languages, including English, Spanish, Mandarin, and Hindi, helping address social isolation, improve health equity, and support workforce participation for adults aged 55+, complemented by AI-powered digital assistants for personalized support.

Backed by leading AgeTech and education investors including Primetime Partners, ReThink Education, and Cowboy Ventures, learn more at <https://www.getsetup.com/> or explore classes at <https://www.getsetup.sg/>.

Investor Relations and Media Contact:

Ms Emily Choo

Mobile +65 9734 6565

Email emily@gem-comm.com



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Percentages and amounts reflecting changes over time periods relating to financial and other data set forth in this Press Release are approximate figures and have been calculated using the numerical data in our consolidated financial statements or the tabular presentation of other data (subject to rounding), as applicable, and not using the numerical data in the narrative description thereof.

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This document has been reviewed by the Company's Sponsor, Evolve Capital Advisory Private Limited. It has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document.

The contact person for the Sponsor is Mr. Jerry Chua (Tel: (65) 6241 6626), at 160 Robinson Road, #20-01/02, SBF Center, Singapore 068914.