SYNAGISTICS LIMITED

VOLUNTARY ANNOUNCEMENT — BUSINESS UPDATE

This announcement is made by Synagistics Limited (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to keep holders of the Company's securities and potential investors of the Company updated on the Group's latest business developments.

The board of directors of the Company (the "**Board**") is pleased to announce its strategic partnership with LG Electronics Singapore Pte Ltd (the "LG Singapore"), a prominent player in consumer electronics and home appliances. This collaboration will see Synagie Pte. Ltd. ("**Synagie**"), a subsidiary of the Company, managing LG Singapore end-to-end digital commerce operations across major platforms including Shopee, Lazada, Amazon, and KrisShop in Singapore.

This partnership is poised to further enhance the Group's market position while driving substantial growth. By integrating advanced technology, marketing strategies, consumer experience enhancements, and data analytics, the Group aims to deliver innovative solutions that cater to the evolving needs of brand partners and consumers alike.

In an impressive feat, Synagie successfully onboarded LG Singapore within just two weeks. This rapid integration was strategically timed to maximize participation in the 11.11 Mega Sale Period on Shopee and Lazada, where LG Singapore ultimately ranked among the top five selling brands in the large home appliances category on Shopee and in the television and videos category on Lazada, during this critical sales event.

The Company is committed to leveraging this partnership not only to enhance its service offerings but also to create value for stakeholders and investors. The Board believes that this collaboration will further solidify its reputation in the digital commerce space.

Information on the Company

The Company operates Synagie, a pioneering data-driven digital solutions provider in Southeast Asia, recognized as one of the region's top ten digital solutions provider. Since its inception in 2016, Synagie has empowered over 600 brand partners, including renowned names like Nike and Estée Lauder, by offering comprehensive integrated solutions that enhance the e-commerce experience. The platform operates through two primary models: a direct-to-brands model that streamlines e-commerce management for brands, ensuring a cohesive customer journey, and a direct-to-consumers model that facilitates direct sales via Synagie's owned online stores. With a commitment to innovation and sustainability, Synagie utilizes AI-driven technologies to optimize retail experiences and is one of the few digital solution providers in Southeast Asia that have achieved carbon neutrality. Recently listed on The Stock Exchange of Hong Kong Limited following a successful de-SPAC transaction, the Company continues to expand its footprint across multiple markets, including the greater China region and Spain, while championing environmental responsibility and digital transformation in commerce.

Hong Kong, December 12, 2024