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SYNAGISTICS LIMITED

獅騰控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2562)

(Warrant Code: 2461)

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 that Synagie Pte. Ltd. (“**Synagie**”), a wholly-owned subsidiary of the Company, has entered into a strategic collaboration with FLY Entertainment, IAMCasting, Hoods Inc. Productions and Aux Infinite Studios to host *SuperStreamer Asia*, an innovative reality TV project where live streamers battle for the ultimate title of streaming supremacy.

SuperStreamer Asia will feature a slew of exciting challenges that test contestants’ creativity, charisma, and salesmanship. From captivating live-selling sessions powered by Synagie to engaging storytelling segments, contestants will compete for fame, fortune, and the title of Asia’s ultimate SuperStreamer. Contestants will enter a dynamic, immersive digital arena where creativity and technical excellence converge to determine the ultimate SuperStreamer. Audiences will also get a behind-the-scenes glimpse into the high-stakes world of live streaming and the fast-evolving e-commerce landscape. With the creative energy of the all-star collaboration, *SuperStreamer Asia* is set to ignite conversations across media platforms, offering unprecedented partnership opportunities, and audience engagement. *SuperStreamer Asia* is set to redefine entertainment by merging the worlds of live-streaming, e-commerce, virtual production, and reality TV.

The Company is committed to leveraging *SuperStreamer Asia* not only to enhance its marketing strategies, but also to elevate its brand image and create value for stakeholders and investors. The Company believes that the collaboration will allow the Company to strengthen its position as a leading digital solutions platform by effective marketing.

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.

Information on the partners in the collaboration

FLY Entertainment is a leading talent management and media company in Singapore, known for producing groundbreaking content and nurturing some of the region's most celebrated stars.

IAmCasting is an innovative platform revolutionising talent discovery and casting through technology.

Hoods Inc. Productions has crafted over a thousand episodes across diverse genres and formats, and is a trailblazer in creative storytelling and production innovation.

Aux Infinite Studios is a leader in experiential and virtual production solutions, pioneering innovative ways to create immersive digital environments for global audiences.

By order of the Board
SYNAGISTICS LIMITED
LEE Shieh-Peen Clement
Chairman of the Board

Hong Kong, December 19, 2024

As at the date of this announcement, the Board comprises Mr. Lee Shieh-Peen Clement and Ms. Tai Ho Yan Olive as executive Directors, Ms. Phua Nan Chie, Mr. Chong Tian Taum and Mr. Jin Qin as non-executive Directors, and Mr. Selva Bryan Ratnam, Mr. Andrew Chow Heng Cheong and Mr. Siek Wei Ting as independent non-executive Directors.