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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

Synagistics Launches Reality TV Show to Grow Live Commerce Market

Synagistics Limited (the “**Company**” or “**Synagistics**”) is pleased to announce updates for *SuperStreamer Asia*, an exciting new reality TV series, which aims to bring attention to the talents of aspiring live streamers while highlighting the growing role of live streaming in today’s digital economy. This update is in reference to the announcement by the Company dated December 19, 2024, in relation to *SuperStreamer Asia*.

Led by Synagie Pte. Ltd. (“**Synagie**”), a wholly-owned subsidiary of the Company, in collaboration with Fly Entertainment, *SuperStreamer Asia* blends entertainment, e-commerce, and technology to provide a unique experience for participants and audiences, starting with the pilot in Singapore, then across Southeast Asia.

SuperStreamer Asia’s format will challenge contestants with various tasks, such as live selling sessions and storytelling, showcasing their creativity and entrepreneurial abilities. The show provides participants the opportunity to build their skills and audiences while vying for the ultimate title of live streaming supremacy.

Live streaming is experiencing exponential growth in Singapore, alongside the video commerce market in Southeast Asia accounting for USD31.8 billion of total e-commerce GMV in 2024, or approximately 20%, according to the e-Conomy SEA report by Google, Temasek, and Bain & Company. *SuperStreamer Asia* aims to ride on this momentum by combining the entertainment of reality TV with the commercial potential of live streaming.

The Company is pleased to announce that Shopee, the leading e-commerce platform in Southeast Asia and Taiwan, will support *SuperStreamer Asia* in Singapore. Shopee Live will serve as the platform for the series’ live selling segments, enabling participants to connect with audiences in Singapore through an engaging and seamless experience. This collaboration underscores a shared commitment to nurturing live streaming talent and advancing the region’s e-commerce landscape.

SuperStreamer Asia is a collaborative initiative uniting talent, brands, and audiences to create engaging entertainment and valuable connections. This project strengthens Synagistics' digital commerce and live streaming. It also expands Synagistics' collaboration with Shopee, building on its existing tech and e-store services provided for shared brand partners. In 2024, Synagistics has launched over 20 new Shopee stores across Vietnam, the Philippines, Malaysia, and Singapore, across categories of premium beauty, fashion, and home & living. *SuperStreamer Asia* demonstrates a joint commitment between Synagistics and 2 of Southeast Asia's leaders in their respective sectors, to innovative, high-impact content in order to expand the digital commerce ecosystem throughout Southeast Asia.

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

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee promotes an inclusive and sustainable digital ecosystem by enabling businesses to digitalise and grow their online presence, helping more people access and benefit from digital services, and uplifting local communities. Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping homegrown brands and entrepreneurs succeed in e-commerce. Shopee is part of Sea Limited (NYSE: SE), a leading global consumer internet company. Sea's mission is to better the lives of consumers and small businesses with technology through its three core businesses: Shopee, Garena and SeaMoney.

About Fly Entertainment

FLY Entertainment is a leading talent management and media company based in Singapore, known for producing groundbreaking content and nurturing some of the region's most celebrated stars. FLY is renowned for its ability to create engaging and innovative projects that capture the imagination of audiences.

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

Hong Kong, February 24, 2025

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.