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SYNAGISTICS

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

Synagistics and Jiangsu Soho Forge Landmark AI-Powered Digital Trade Corridor Linking China, Central Asia and Southeast Asia

This announcement is made by Synagistics Limited (the “**Company**” or “**Synagistics**”, 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, in a move poised to reshape the future of regional commerce, Synagie, Southeast Asia’s leading Artificial Intelligence (AI)-powered digital commerce platform, a subsidiary of the Company, today announced a strategic partnership with Jiangsu Soho Ecommerce Co. Ltd (“**Jiangsu Soho**”), a key Belt and Road Initiative (BRI) trade facilitator.

Together, the Company and Jiangsu Soho are launching an integrated digital trade corridor that connects China, Central Asia, and Southeast Asia — spanning 11 countries and serving as a new engine for regional economic growth. Immediately, this partnership brings together the Company’s robust AI-driven technology, deep Southeast Asian commerce know-how and Jiangsu Soho’s network of over 400 companies and partners in the categories of home and outdoor furniture and goods, toys and children items as well as pet food and supplies.

Amid global trade realignment, this new partnership will unlock e-commerce growth for regional businesses via AI-driven infrastructure and access to Southeast Asia’s US\$600 billion digital economy.

Strategic Context: Building Resilience Amid Global Trade Shifts

Many Asian economies are pivoting towards intra-regional trade to mitigate risk. In 2024, China's total trade with Central Asia surged to a record US\$94.8 billion, while Southeast Asia continues to solidify its position as a digital powerhouse, projected to hit US\$295 billion in e-commerce GMV by 2025 and exceed US\$600 billion by 2030.

The Digital Trade Corridor will connect enterprises across 11 markets — China, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, Singapore, Malaysia, Indonesia, Vietnam, and the Philippines, through a unified, AI-powered digital and logistics infrastructure designed to reduce costs, increase speed, and streamline market entry for brands of all sizes.

Key Benefits for Governments, Markets, and Businesses

This collaboration offers substantial upside for national governments, financial markets, and businesses across the three regions:

- **For Governments:** Strengthens BRI trade objectives and boosts regional trade integration in support of long-term economic diplomacy.
- **For Markets:** Opens new trade flows that diversify supply chains and reduce overdependence on US or European demand cycles.
- **For Businesses:** Empowers small and medium enterprises (SMEs) and large enterprises alike with turnkey access to high-growth e-commerce markets in Southeast Asia and Central Asia.

Partnership Highlights

1. AI-Powered Cross-Border Commerce Platform

- Real-time smart inventory tracking across jurisdictions
- AI-driven consumer insights tailored to local market behaviour
- Automated customs, tax, and compliance management for multi-market operations

2. Integrated Physical-Digital Trade Corridor

- Combines Jiangsu Soho's BRI-enabled logistics across Central Asia with Synagie's digital infrastructure in Southeast Asia
- Seamless market integration via Synagie's AI-powered SaaS and CaaS infrastructure
- Coverage includes major commercial centers in China, Central Asia, and ASEAN

Building on a Proven Track Record

This new corridor builds on the momentum of *ShopHK*, a platform launched by Synagie, with support from HKT in April 2025, to help over 200,000 Hong Kong SMEs go global. The platform, already showing strong adoption, combines Synagie's digital services with cross-border logistics and aims to onboard 500 brands by year-end.

This expansion also aligns with Synagistics' innovation roadmap, including the 2025 launch of *Geene* — an enterprise-grade platform integrating Generative AI, Blockchain, and Big Data. Synagistics first made history in Hong Kong in 2024 as the first successful De-SPAC listing on the Hong Kong Stock Exchange.

INFORMATION ON THE COMPANY

Synagistics Limited is a Singapore-based big data, AI & digital solutions company listed on the Main Board of the Hong Kong Stock Exchange, recognised for completing the first-ever de-SPAC transaction in Hong Kong. With Alibaba, Gobi Partners and Hong Kong Telecom as its key strategic shareholders, Synagistics benefits from strong industry backing, enabling it to drive innovation and expand its influence in Asia's rapidly evolving digital ecosystem. Synagistics is recognised as one of the top digital solutions provider in Southeast Asia and has provided its data-driven digital commerce platform Synagie to over 600 enterprises and renowned brands in the Southeast Asian market. Synagistics is also one of the few digital platform companies in Asia to achieve carbon neutrality and ISO/IEC 27001:2022 certification. With the launch of *Geene* in early March 2025, Synagistics has firmly established itself as a frontrunner in the rapidly evolving field of artificial intelligence, solidifying its position as a key leader in the global AI ecosystem and accelerating enterprise AI adoption and innovation. Synagistics continues to expand its footprint across multiple markets including the Greater China region while championing environmental responsibility and AI transformation.

INFORMATION ON JIANGSU SOHO ECOMMERCE CO. LTD

Established on December 8, 2021, Jiangsu SOHO E-Commerce Co., Ltd, is a managed subsidiary of SOHO Holding Group. As the first cross-border e-commerce entity launched by a provincial state-owned enterprise, the company has been expanding its cross-border e-commerce export business since 2016. Its core operations span B2C, B2B, and the proprietary “SOHO CLOUD” platform, offering comprehensive services for global digital trade. SOHO E-Commerce follows a strategic development path focused on digitization, technologization, internationalization, branding, and platform building. By integrating online and offline channels and exploring both domestic and international markets, the company is advancing initiatives like “Digital SOHO” and building a new model for digital trade and cross-border community engagement. With a long-term vision built around the “Three Ones,” the company aims to establish one leading cross-border e-commerce enterprise, develop one state-owned e-commerce path with Jiangsu characteristics, and build one innovative cross-border e-commerce ecosystem. SOHO E-Commerce has earned numerous honours, including “Jiangsu Worker Pioneer,” “Provincial Enterprise Excellent Team,” “Jiangsu Digital Commerce Enterprise,” “Nanjing Municipal Digital Commerce Enterprise,” and recognition as a “Three-Star Cloud Enterprise” in Jiangsu.

For and on behalf of the Board
SYNAGISTICS LIMITED
LEE Shieh-Peen Clement
Chairman of the Board

Hong Kong, May 14, 2025

As at the date of this announcement, the board of directors of the Company 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.