OFFICIAL MEDIA RELEASE: VICTORIAN BREWER - PRESIDENT'S CHALLENGE, A TWO-YEAR PRIVATE-PUBLIC PARTNERSHIP BETWEEN VICTORIAN BREWER & THE NATIONAL COUNCIL OF SOCIAL SERVICE ("NCSS"), IN SUPPORT OF THE PRESIDENT'S CHALLENGE.

"We are deeply grateful to VICTORIAN BREWER for their heartfelt commitment to our community. Their initiative is a wonderful example of how businesses can go beyond commercial success to make a meaningful social impact. We thank VICTORIAN BREWER and their team for their generosity and creativity in rallying support behind this cause, and look forward to the positive difference their efforts will make in uplifting lives of communities in need."

Pearlyn Tseng, Director, Philanthropic Partnerships, National Council of Social Service

1. VICTORIAN BREWER has entered into a two-year Public-Private Partnership with the NATIONAL COUNCIL OF SOCIAL SERVICE ("NCSS") to inaugurate the VICTORIAN BREWER - PRESIDENT'S CHALLENGE as a Collaborative Platform with our Programme & Venue Partners, to drive the "BREW & SERVE" Initiative, in support of the President's Challenge.

2. In our aspiration to "*DO GOOD WITH TRADITIONAL HERBAL BREWS*", which form an integral part of our Asian Heritage, and to remain committed to being a "Socially Responsible Company", we have strategically conceptualized the "CEO-Series" and the "BIRTHDAY-Series", to align the "BREW & SERVE" initiative with two major segments of our community that have much more untapped potential to "*DO GOOD*" for the less fortunate in our society.

<u>The Importance of Having Our "Heads & Hearts" in The Right Places:</u>

3. Collectively with our partners, we hope to encourage & empower more new donors and philanthropists from these two segments, especially those who have both their "heads & hearts" in the right places, so that collectively, and as "*ONE UNITED PEOPLE",* we can help Singapore achieves its endeavour to become a "CITY OF GOOD".

<u>CEO-Series:</u>

4. This series is for CEOs, C-Suite Executives, Entrepreneurs and Business Owners, including those from the smaller SME-sector, who would like to "*DO GOOD*", can now simply dedicate an evening of their time to invite their friends & business associates, and to host them informally to an evening of Good Food, Good Brews and Good Company at any of the participating F&B establishments of our Venue Partners, where everyone will be encouraged to donate directly to the President's Challenge for every cup of herbal brew that is "prepared & served" by the CEOs and/or their teams of assistants or supporters.

5. These business leaders are free to introduce creative ideas, like "*only brewing & serving guests*" that pledged to donate more than a certain amount, or "*only personally brewing & serving the highest 10 or 20 bidders*", all in the Good Fun & Good Spirit of "*DOING GOOD*" for the President's Challenge.

6. As all the invited guests will pay for their own F&B orders individually, the participating F&B establishments will as such, donate a percentage of the total F&B orders that they have pledged to the President's Challenge.

7. To participate, all these participants need to do is to contact any of the Programme & Venue Partners to get started as every support that they will need to "*DO GOOD"* have already been planned and provided for them.

8. To prevent any potential abuse, the minimum donation per cup of brew has been fixed at S$10, and guests will be encouraged to donate more than the minimum amount since all donation will qualify for Tax Deductible.

BIRTHDAY-Series:

9. This series is created for those who have done very well in life, and would like to "*DO GOOD*" by dedicating their birthdays as a "Thanksgiving" to help raise fund and awareness for the President's Challenge as many of them have no need for their guest's ang-pows or gifts, and value a good night of sleep, knowing well that they have use their birthdays wisely and compassionately to help others who are in need.

10. All they have to do is to book their birthday celebration directly with any of the participating F&B establishments of our Official Venue Partners to get started, and where their invited guests will be asked to donate their 'ang-pow" directly to the President's Challenge using the QR-Code provided by NCSS/STRIPE, and the F&B establishment will also donate a percentage of their F&B sales for the evening to the President's Challenge, as pledged.

11. As for those who aspire to become an active philanthropist, both the series may just be the start of their journey in philanthropy.

Helping Our Venue Partners to Help Us - A Win/Win Proposition:

12. The BREW & SERVE Series has been strategized with the potential to help our Venue Partners first, by empowering them with the opportunity to bring more eyeballs, new customers and businesses to their hotels, restaurants & clubs with the value-adds that VICTORIAN BREWER and the initiative offer.

13. Our belief is that if the businesses of our Venue Partners can be more economically viable & sustainable, they will then be in a much better position to help uplift and support communities in need, thus creating a win/win outcome for all stakeholders. All proceeds raised through the President's Challenge will support 120 programmes, empowering the lives of over 100,000 individuals and their families across Singapore.

Our Partners:

14. We are glad to acknowledge the invaluable support from NCSS and their role in helping us to realize this meaningful initiative, and as such, VICTORIAN BREWER is not only blessed with the opportunity to serve the elites in our society with our Premium Herbal Brews but also the opportunity to serve those who are in need of our support, and we are now extending this privilege to all our Venue Partners.

15. We are appreciative of the support from Elsie Yah, the Chief-Editor of MUSE, for offering to be our Official Chinese Magazine, so that the good effort of our participants can be shared more creatively, and be appreciated by more readers.

16. We are also appreciative of the support from Emily Choo, the CEO of GEM-COMM, for volunteering to be our Official Public Relations Agency, also on a pro-bono basis, so that every dollar raised will go fully to the President's Challenge.

17. We are glad to share that WOH HUP has kindly agreed to make an outright donation of S$20,000 to help to inaugurate this initiative forward.

18. We are also glad to have the support of XI YAN, who will be inaugurating the BREW & SERVE SERIES as both our Venue Partner and also as a participant of our BIRTHDAY-Series, as they will be kicking off their 21st Anniversary Celebration on this coming Friday, 23th October 2026, and has flown in Jacky Yu, their Celebrity Chef from Hong Kong - kindly see the Press Release from XI YAN as attached.

19. As we have just started to reach out to other potential participants and will be reaching out to more leading hotels and F&B establishments to expand our list of Venue Partners, we will continue to provide an update on these developments progressively through the website of VICTORIAN BREWER (www.victorianbrewer.com) and also the communications channels of our partners.

20. See ANNEX for more added information.