**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.

**ANNEX:**

**A. Unique Features of the "BREW & SERVE" Series:**

I) Pragmatic, Fair & Ethical Business Practices

II) "Initiative-with-Initiative" Business Empowerment

III) 100% of Fund Raised Goes to The PRESIDENT'S CHALLENGE

IV) Programme's Financial Integrity – Explicit Statement of Disclosure

**B. Excellence & Purpose in Product Innovation:**

I) Excellence In Product-Innovation

II) Explicit Quality Assurance

III) Independently-Tested Food Safety

IV) Organic Encapsulation - Chemical-Free, Eco-Friendly & Eco-Sustainable

V) Socially Responsible Company

**C. The Competitive Advantages offered to its B2B & Venue Partners:**

I) New Revenue Generator

II) Healthier & Interesting Serving Options

III) Corporate Sustainability - Chemical-Free, Eco-Friendly & Eco-Sustainable

**D. The People Behind VICTORIAN BREWER**

**E. XI YAN's Press Release**

I) Pioneered the Concept of "Private Dinning" in Singapore

II) Jacky Yu, their Celebrity Chef from Hong Kong

III) 21st Anniversary Celebration, in support of the President's Challenge

**A. Unique Features of the "BREW & SERVE" Series:**

The BREW & SERVE SERIES has four unique features that are refreshingly new and innovative, in forging a Win/Win value proposition with all its stakeholders:

I) Pragmatic, Fair & Ethical Business Practices:

Given the current challenging economic climate faced by businesses, especially those in the F&B sector where many established and "Michelin" brands are falling like pins, it is definitely not tenable, or even remotely fair, to be asking F&B establishments to continue to help support our charities, when many of them are already fighting for their own survival or are struggling to keep their staffs stay gainfully employed.

In order for more F&B establishments to be able to help us support the President's Challenge in an equitable & sustainable manner, we took the initiative to help them first, by strategizing the BREW & SERVE SERIES as a win/win proposition to benefits all stakeholders, by pragmatically & innovatively driving new business and customers to their establishments, so that they can in turn, help us to help the President's Challenge.

To further help them forward, there will be no charges or sign-on fee imposed on any of our VENUE PARTNERS for participating in this programme, or any unreasonable "exclusive contract" that may locks any of them down unethically to only working with us, since "*we do not wish to do unto others what we do not want others to do unto us*", and all our Venue Partners can stay or leave the programme at any time they want.

II) Helping our Venue Partners to Help Us - A Win/Win Proposition:

In light of the extremely challenging business environment, charities must understand and respect the fact that business owners have the primary responsibility to care for their own employee first since "*charity must start at home"*.

That is why the BREW & SERVE SERIES has been strategized to empower our F&B Partners with the opportunity to increase more eyeballs, more new customers & more businesses to their own establishments, by strategically turning an adversity into an opportunity.

This means that the more participants the Venue Partners bring on board the BREW & SERVE SERIES at their own outlets, the more they get to empower their own business.

This augurs well for all stakeholders since not only will our Venue Partners be able to do better in their sales by being able to differentiate their businesses from the competitions with the many Competitive Advantages offered by VICTORIAN BREWER, and with an increase in business to their F&B outlets, they will be in a better position to help uplift and support communities in need.

Such strategic collaboration proves that every stakeholder can actually benefit if we can all take the initiative to come together and help each other as "*One United People*" in "*DOING GOOD".*

III) 100% of Fund Raised Goes to The PRESIDENT'S CHALLENGE:

As all our Programme Partners are already doing their parts on a "Pro-Bono" basis, and all the operational costs of our Venue Partners have been fairly remunerated in this win/win collaboration, there is no need for the programme to divert any fund raised to cover any staging, operational or management costs, and as such, 100% of all the fund raised will go fully to the President's Challenge.

IV) Programme's Financial Integrity – Explicit Statement of Disclosure:

To ensure full transparency and to protect the Programme's Financial Integrity, all our Venue Partners will sign a Statement of Disclosure, to explicitly ensure that the percentage of sales that they have pledged to the President's Challenge will be duly donated as pledged, without exception.

**B. Excellence & Purpose in Product Innovation:**

The range of Premium Herbal Brews was originally developed and marketed as premium Tonic Brews by VICTORIAN HERBAL, a company that specializes in the formulation of "Therapeutic-Grade" Herbal Supplements, with the objective to innovate & preserve our Asian's Heritage in Traditional Herbal Brews.

As such, the range of Premium Herbal Brews by VICTORIAN BREWER is created using only "Therapeutic-Grade" herbal extracts, and not some cheap grounded dried herbs.

The range of brews was further expanded to include Western-oriented herbal brews like Dandelion, Elderberry & Blueberry since many of the brews used in Western Herbal Medicine utilize the same Asian brewing technique to extracts the essence & active ingredients of these herbs, and we see this inclusion as a progressive step in preserving and enhancing our Asian Heritage, to keep them relevant, authentic, and to transcend beyond the traditional boundaries of TCM & Ayurvedic since we strongly believe that our customers deserve only the "best of the bests", without exception.

In our relentless pursuit of excellence & purpose in our Product Innovation, we have diligently developed five key Competitive Advantages to strategically position VICTORIAN BREWER as a brand that our customers & B2B partners can trust, leverage and be proud of:

I) <u>Excellence In Product-Innovation:</u>
After more than seven years of product development that transcends the complexities of Extraction Technologies and the refinement of our proprietary knowledge in Organic Encapsulation, we are able to ensure that our range of Premium Herbal Brews are truly authentic, taste good and has high herbal efficacy, and that our effort in product innovation has enable our customers to enjoy a cup of our Premium Herbal Brew in an instant, Hassle-Free, Anytime, Anywhere, with just a cup of water, warm or sparkling-chilled.

II) <u>Explicit Quality Assurance:</u>
Beyond our pursuit of excellence in product innovation, we have also put in place an Explicit Quality Assurance to assure our customers that all our Premium Herbal Brews are authentically-fresh and do not contain any additive or preservative, and our brews are not unethically-adulterated with any flavouring or colouring, to cater to the growing "heath-conscious" consumers who value the importance of having a better quality of health & life.

III) <u>Independently-Tested Food Safety:</u>
Unlike dried or grounded herbs from the traditional medical shops that are not tested or scientifically graded, all our herbal ingredients are tested against heavy metals (*Lead, Mercury, Arsenic & Cadmium*) and bacteria (*Yeast, Mold, Salmonella, E-Coli & Staphylococcus*) while the active ingredients of our herbs are explicitly listed on our website & in our showroom, and by using only Halal, Kosher & Organic certified ingredient in our Organic Encapsulation, this gives our customers a greater sense of assurance that we take their health very seriously.

IV) <u>Organic Encapsulation - Chemical-Free, Eco-Friendly & Eco-Sustainable:</u>
By using Organic Encapsulation instead of using tea-bag that may be potentially "chemical-taint" ro emit "micro-plastic contamination", or single-use plastic pod, our Chemical-Free, Eco-Friendly & Eco-Sustainable efforts further provide VICTORAN BREWER with an exceptional Competitive Advantage against many of the major brands in the Food & Beverages industry, and as such, we are able to empower more individuals & companies to "*walk their Eco-Talk*" and stop making a mockery of their Corporate Sustainability.

V) Socially Responsible Company:

Encouraged by the consistent acknowledgments from our customers that our range of Premium Herbal Brews is already of exceptional quality & taste, and that more effort should be invested to make our brews more accessible to more people, VICTORIAN BREWER was finally incorporated on 27th September 2025, to take over the branding & marketing of the range of Premium Herbal Brews.

To ensure that VICTORIAN BREWER will stay firmly rooted as a Socially Responsible Company, we are glad that the many months of discussion with NCSS have resulted in the inauguration of the "BREW & SERVE" Initiative, in support of the President's Challenge.

This has empowered us with the opportunity to collaborate further with our Venue & Programme Partners to "*DO MORE GOOD*" for our businesses, our employees and our community too.

We are further encouraged that VICTORIAN BREWER has been recognized as a "Company of Good" (One Heart - Full Recognition) by the National Volunteer & Philanthropy Centre on 21st July 2026.

All these "*little encouragements*" that we have managed to secure in our first year of incorporation have positioned VICTORIAN BREWER as a trusted & innovative brand that serve not just the elite but also those who are in need of our support, enabling us to truly "*walk our talk*" as a Socially Responsible Company.

**C. The Competitive Advantages offered to its B2B & Venue Partners:**

VICTORAN BREWER's range of Premium Herbal Brews offers three distinct Competitive Advantages to our B2B & Venue Partners:

I) New Revenue Generator:
By adopting our range of Premium Herbal Brews at their F&B establishments, our B2B & Venue Partners will not only have the opportunity to expand their F&B Menu to include more healthier options to their "health-conscious" customers and the Silver Generation, the two key market segments that have more disposable income currently to pursue "a better quality of life", but also the opportunity to create a new & profitable Revenue Generator for their business, without the need for any major capital expenditure.

II) Healthier & Interesting Serving Options:
By serving their customers with "time-tested" herbal brews from VICTORIAN BREWER that have been served safely for generations, instead of sugary sodas or caffeinated-energy drinks, participating F&B establishments can now play their part in helping to empower their customers with healthier beverage options.

As the range of Premium Herbal Brews by VICTORIAN BREWER can be served, hot, warm or even sparkling-chilled, to cater to the various occasions, F&B establishments with exceptional culinary creativity can use the herbal brews by VICTORIAN BREWER to create their own exciting Signature-Brews to differentiate their menu-offering from their competitors, and keep their customers delightfully satisfied at their establishments.

III) Corporate Sustainability - Chemical-Free, Eco-Friendly & Eco-Sustainable:
The use of Organic Encapsulation further allows our partners to avoid contaminating their Menu-Offering with the use of potentially "chemical-taint" tea-bag, which is a growing health issue around the world, and it is definitely more Eco-Friendly and more Eco-Sustainable than single-use plastic pod and plastic bottles, which are causing much damage to our marine eco-system and have proven to be ecologically unsustainable.

To enjoy a cup of traditional herbal brews from VICTORIAN BREWER, there is also no need for any costly Expresso or electrical brewing machine as all our brews can be served in an instant, Hassle-Free, Anytime, Anywhere with just a cup of plain water, without harming yourself, your family or the environment.

**The People Behind VICTORIAN BREWER:**

**SILVA NATHAN**, the Brand Owner, started his career in Aviation Avionics before making a career switch in the late 1980s to become a Principal Consultant, specializing in Corporate Crisis Management, Corporate Communications & Strategic Marketing for several leading MNCs, GLCs and Ministries, and has also helped several SSOs, including NCSS with some of their fundraising projects.

In 2008, he took up the appointment as the General Manager for the G2G - Joint Venture, between CAPITALAND & MUBADALA, to oversee the operations for the US$4.5 billion redevelopment of ZAYED SPORTS CITY in Abu Dhabi, UAE.

For the past years, he has been actively working to develop new start-ups with stronger competitive advantages, from NERVE-PHYSIO CLINIQUE to VICTORIAN BREWER, to make them not just more resilient to withstand economic shocks but also be a force for good.

He holds a Master in Business Administration from the MACQUARIE GRADUATE SCHOOL OF MANAGEMENT and writes periodically for ASIA TIMES, under "Jospeh Nathan", his baptismal name.

As the Brand-Owner, and in his effort to help move this initiative forward, he has managed to involve some of his former colleagues, including **HAROLD WOO**, the former Head of Investor Relations at CAPITALAND, to use their extensive corporate experience and network to bring in more partners into this meaningful initiative, in support of the President's Challenge.

**D. MEDIA RELEASE BY XI YAN'S GROUP OF RESTUARANTS:**

We are glad that XI YAN, a local chain of restaurants that pioneered the concept of PRIVATE DINING in Singapore, has been appointed as a VENUE PARTNER of our "BREW & SERVE" Initiative.

<u>Celebrity Chef From Hong Kong:</u>

As part of their 21st Anniversary Celebration, XI YAN will also be bringing Jacky Yu, their Celebrity Chef from Hong Kong, who is also the Founder & Group Executive Chef of XI YAN, to curate not just a special menu for their customers in Singapore but to also help emphasize the importance of DOING GOOD, especially when we are enjoying the Good Life with Good Friends & in Good Company.

Thomas Choong, the owner of XI YAN, has also offered to donate a part of their sales to the President's Challenge for a period of three months, from 20th October 2026 to 31st December 2026, as part of their 21st Anniversary Celebration, across their outlets at SHAW Centre and ZING @ PLQ, and also at their Private Dining at the PACIFIC CLUB.

For more information, kindly refer to the Press Release from XI YAN.

For more information:

**NATIONAL COUNCIL OF SOCIAL SERVICE**
Kindly direct all enquiry to: PC_enquiry@ncss.gov.sg

**VICTORIAN BREWER**
For Community Engagement, kindly contact:
Harold Woo, Head, Community Engagement
Email: harold@victorianbrewer.com

For more programme information, WhatsApp us: 85-7070-34
www.victorianbrewer.com



**HOW TO DONATE:** To donate or to know more about the QR-Code:

