

For Immediate Release

**"Choi Heong Yuen Bakery Macau" and "Snap Buy" Debut the First Edible Gifts
Smart Vending Machine
Brings Experience of 24 Hours Self-Service Purchase**



(Macau) Tuesday, 1 June 2021 – “Snap Buy”, the local brand of smart vending machine, jointly launched its first smart vending machine with "Choi Heong Yuen Bakery, Macau" (hereinafter referred to as "Choi Heong Yuen, Macau") the Macau brand with nearly a hundred years of history, selling a number of popular products under the brand to provide visitors and local consumers with a 24-hour, novel and convenient shopping experience. The partnership is expected to set off a wave of excitement in the edible gifts industry.

The project combined classic edible gifts with the latest smart retail solution. Smart vending machine is used as the sales platform to sell a variety of edible gifts from Choi Heong Yuen Bakery, Macau, which are the most prevalent ones among tourists and the public, such as Almond Cakes, Phoenix Egg Rolls and Liquorice Lemon.

A new generation of smart vending machine is equipped with a flexible mechanical arm to ensure that goods can be delivered to the customers smoothly without any damages. Customers do not need to bend down to pick up the goods. The humanized design is used to enhance the shopping experience of customers. The smart vending machine is also equipped with a variety of latest electronic payment methods to meet the consumption habits of different users.

In line with the “Open 24 hours” sales model, it provides around-the-clock convenient service for travelers, while also expanding customer base, increasing the flow of people and sales for merchants. This unprecedented collaboration is expected to bring a new dimension to the local gifts industry that has never been seen before.

For this collaboration, **Mr. Alan Wong, Managing Director of Choi Heong Yuen Bakery, Macau** stated: "Rooted in Macau for 86 years, the Almond Cakes is a must buy souvenir when visiting Macau. The company has developed from a traditional bakery of front shop and back factory to a chain of 13 stores located in popular scenic spots and large hotels and shopping malls which are loved by tourists. In order to provide more considerate and convenient service for customers, we jointly launched the edible gifts smart vending machine with "Snap Buy", providing 24-hour shopping experience via smart vending machines. It is convenient for tourists to bring the classic Macau gifts to all over the world and let people from different places to taste the delicacies of Macau while promoting Macau's food culture.

Mr. Herman, Ng Man Ho, the head of "Snap Buy" is full of confidence of the project: "Under the trend of intelligent retail and self-service, combined with the encouragement from Macau government to push the use of electronic payment, I think "Snap Buy" smart vending machine has a great potential for development. The collaboration with " Choi Heong Yuen, Macau" is to take advantage of smart retail to fully demonstrate its superiority and uniqueness. We would like to express our appreciation of trust from the brand. It is believed that this collaboration will achieve a win-win situation for both parties. In the future, more smart vending machines will be placed in various locations and selling different kinds of products in Macau."

In addition, the representatives of "Snap Buy" were also invited to attend the 6th Inauguration Ceremony and Dinner of Macau University of Science and Technology Alumni Federation earlier. During the event, the smart vending machine was presented to the guests and as the use of lucky draw. The machine became a spotlight and it reached the event to climax once it debuted.

"Snap Buy" smart vending machines have been set up in Taipa Ferry Terminal, Macau Ferry Terminal, Metropole Hotel and other locations, selling travel gifts, daily necessities, snacks and drinks, providing 7x24 service, which is convenient for the public and passengers to purchase products.



(Photo Description) The first “Choi Heong Yuen, Macau” smart vending machine has been officially put into operation in Taipa Ferry Terminal

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About “Snap Buy”



Asia Pioneer Entertainment Holdings Limited (APE) launched a new brand of smart vending machine business “Snap Buy” in 2021, providing smart vending machine operation and consumer goods retail services targeted on the mass public. It includes sales data, after-sales service, customized market strategy, sales and marketing channels, increment of customer flow, convenience for customers and sales income. The smart vending machines retails travel gifts, daily necessities, snacks and drinks, etc. "Snap Buy" aims to build a mature smart retail network in Macau by taking advantage of the in-depth understanding of the local market demand. For more information about “Snap Buy”, please visit: <https://apemacau.com>.

About Choi Heong Yuen, Macau



Choi Heong Yuen, Macau was founded in 1935, a well-known representative of the travel souvenir industry in Macau. Over the years, it has grown up with Macau and has 13 stores in Macau. Its products are widely welcomed by tourists and local citizens. The company has been awarded the "Hong Kong and Macau Merchants of Integrity Award ", " My Favorite Top Ten Brands of Macau", etc. It has more than 200 products and its classic signature product is the renowned Almond Cakes at home and abroad.

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