

FOR IMMEDIATE RELEASE



亞洲先鋒智易購商業有限公司
APE SMART COMMERCE LIMITED



**APE Signs Exclusive Agreement with Macau Coffee
Expanding Development of Its Coffee Vending Machines under Its KATFFEE® Brand**

(Macau) Wednesday, Sep 7, 2022 — **APE Smart Commerce Limited** (hereinafter referred to as “APE Smart” or “the Company”), a wholly owned subsidiary of Asia Pioneer Holdings Limited (HKEX:8400), is pleased to announce the signing of an agreement with **Macau Coffee Company Limited** (hereinafter referred to as “Macau Coffee”) to exclusively supply high-quality coffee beans and other packaged coffee products under its “Café Macau” brand for the Company’s coffee vending machines under its “KATFFEE®” brand.

Macau Coffee is a Macau coffee manufacturer and one of the few local companies with full roastery and packaging operations within Macau. Macau Coffee selects coffee beans from Portuguese-speaking countries, and ensures that no fertilizers and pesticides are applied. Stringent quality control and freshness of its coffee beans and products are the hallmarks of its operations. Macau Coffee primarily distributes its coffee beans to businesses and government institutions within Macau.

APE Smart is a full service operator of retail vending machines and coffee vending machines in Macau and Mainland China. The Company established its coffee vending machine operations in 2021 with its proprietary designed machines under the “KATFFEE®” brand and logo. The Company has installed KATFFEE® branded coffee vending machines throughout Macau and Zhuhai. KATFFEE® branded coffee vending machines are known for its freshly grounded 100% organic coffee, safe and convenient packaging, multiple coffee choices, and quality at affordable prices. KATFFEE® branded coffees have been carefully calibrated and taste-tested with local coffee consumers in mind. KATFFEE branded coffee vending machines can be found in major location such as Macau Square, The Macau Outer Harbour Ferry Terminal as well as hotels and shopping centers.

Mr. Herman Ng Man Ho, Director of APE Smart Commerce Limited, said: “I feel honored and pleased to sign the exclusive supply agreement with Macau Coffee. Macau Coffee is a unique and quality company in Macau. Our exclusive supply arrangement will ensure that our KATFFEE[®] branded coffee vending machines will get the freshest and highest quality coffee beans it needs for our customers. I hope this agreement will be the beginning of a cooperative relationship between our Company and Macau Coffee. I believe we can work closely together to promote coffee consumption in Macau and Mainland China. We believe Macau products have a good market in Mainland China, and Macau brands should be actively promoted.”

“I am so glad to sign an exclusive supply agreement with APE Smart at this time. I believe KATFFEE[®] branded coffee vending machines are a growing distribution channel for coffee consumers, and it is a very good network for us to promote our coffee beans and products. I believe it will be win-win cooperation for both companies in the future. ”, **Mr. Shi Charles, Chairman of Macau Coffee Company Limited** said.

Ms. Vimi Wong, Vending Machine Operation Manager of APE Smart Commerce Limited, also said: “We have been working closely with Macau Coffee’s coffee specialists for the past year. Our well calibrated and taste-tested coffee products under the KATFFEE[®] brand are widely accepted by consumers. We have also implemented very smooth operations for KATFFEE[®] and have gain a lot of experience in marketing and operations. With the exclusive supply agreement with Macau Coffee, we are now ready to expand our coffee vending machine business even more. As part of our expansion plan, we are planning to begin franchising our KATFFEE[®] branded coffee vending machines in both Macau and the Greater Bay Area. Franchising of our KATFFEE[®] machines and operations is the best way to expand business, particularly in a large area like the Great Bay Area.”

Mr. Herman Ng Man Ho added: “I believe we are one of the few Macau company’s to expand to Mainland China via franchising. I hope it will be a growing trend and the way forward for Macau brands and products.”

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Mr. Herman Ng Man Ho, Director of APE Smart Commercial Limited (Second Right) posing with Mr. Shi Charles (First Right) and Mr. Leo Lee (First Left), the Chairman and General Manager of Macau Coffee Company Limited.

About APE Smart Commerce Limited



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KATFFEE®
迅貓啡

APE Smart Commerce Limited (“APE Smart”) is a wholly-owned subsidiary of Asia Pioneer Entertainment Holdings Limited (HKEX:8400). APE Smart is a full service operator of both retail vending machines and coffee vending machines. Its retail vending machines sells various shopping products such as travel gifts, daily necessities, specialty foods, snacks and drinks under the “KatKatMall” brand of vending machines. Its coffee vending machines sells freshly grounded coffee drinks under the “KATFFEE®” brand coffee vending machines. Both KatKatMall and KATFFEE® brand machines and products offer convenience to travelers and local consumers. For more detail, please visit: <https://apemacau.com/our-business/smart-vending-machine>.

About Macau Coffee Company Limited



Macau Coffee Company Limited (“Macau Coffee”) is a coffee manufacturer established in Macau. Macau Coffee’s signature products include Drip Bag Coffee, Filter Bag Coffee, Specialty Canned Coffee, Specialty Coffee Beans, National Champion Coffee Beans, Wild Civet Coffee Beans. Macau Coffee selects coffee beans only from Portuguese-speaking countries. Stringent quality controls ensure that no fertilizers and pesticides are applied for its coffee beans. Macau Coffee has full roastery and packaging operations within Macau. Macau World Cultural Heritage designs are used by the Company as its packaging design, so as to highlight the diversity of Macau culture.

For media enquiries, please contact:

Meisy Ng

Corporate Sales and Marketing Department

meisy@apemacau.com

(853) 2830 6196