

TGE's L'Officiel Coffee Successful Opening in Macao SAR; and L'Officiel's Singapore and Taiwan Expansion

PARIS & NEW YORK & LONDON -- AMTD Group Inc. ("AMTD Group"), AMTD IDEA Group ("AMTD IDEA") (NYSE: AMTD; SGX: HKB), AMTD Digital Inc. ("AMTD Digital") (NYSE: HKD) and The Generation Essentials Group ("TGE") (NYSE: TGE; LSE: TGE), a subsidiary of AMTD Digital, jointly (together, the "Group" or "AMTD") announce the successful launch of L'Officiel Coffee & Bar in Macao SAR; as well as the further expansion of L'Officiel in Singapore with the addition of Shizhuang and the launch in Taiwan.

This dual-pillar expansion across the food & beverage and media divisions marks a significant milestone in the L'Officiel's global lifestyle strategy, further consolidating its portfolio to elevate and strengthen L'Officiel's fashion voice on the global stage.

The L'Officiel Coffee and Bar celebrated its official opening at City of Dreams in Macao SAR in September 2026. As the Brand's second global location, it reinforces our commitment to a strategic expansion plan within the hospitality sector, with a target of establishing 15 to 20 additional venues worldwide.

Complementing its strategic growth in the food and beverage sector, TGE is aggressively expanding L'Officiel's media presence across Asia. The Group is currently in the process of launching L'Officiel Taiwan, a strategic addition to its established publishing network. This new publication will operate in close synergy with the recently launched L'Officiel Shizhuang in Singapore, on top of the long publishing of L'Officiel, L'Officiel Hommes and La Revue des Montres in Singapore. Together, this unified network of publications creates a powerful regional media ecosystem.

Moreover, the addition of L'Officiel Shizhuang to South East Asia, on top of the success of L'Officiel Shizhuang in China, champions the Chinese fashion narrative, amplifying regional designers and cultural trends across the global luxury market.

This parallel expansion in both lifestyle food and beverage and premier fashion publishing underscores AMTD's commitment to diversifying revenue streams while cementing L'Officiel's status as a comprehensive global luxury brand.

About AMTD Group

AMTD Group is a conglomerate with a core business portfolio spanning across media and entertainment, education and training, and premium assets and hospitality sectors.

About AMTD IDEA Group

AMTD IDEA Group (NYSE: AMTD; SGX: HKB) represents a diversified institution and digital solutions conglomerate group, connecting companies and investors with global markets. Its comprehensive one-stop business services plus digital solutions platform addresses different clients' diverse and inter-connected business needs and digital requirements across all phases of their life cycles. AMTD IDEA Group is uniquely positioned as an active super connector

between clients, business partners, investee companies, and investors, connecting the East and the West. For more information, please visit www.amtdinc.com or follow us on X (formerly known as "Twitter") at @AMTDGroup.

About AMTD Digital Inc.

AMTD Digital Inc. (NYSE: HKD) is a comprehensive digital solutions platform headquartered in France. Its one-stop digital solutions platform operates key business lines including digital media, content and marketing services, investments as well as hospitality and VIP services. For AMTD Digital's announcements, please visit <https://ir.amtdigital.net/investor-news>.

About The Generation Essentials Group

The Generation Essentials Group (NYSE: TGE; LSE: TGE), jointly established by AMTD Group, AMTD IDEA Group (NYSE: AMTD; SGX: HKB) and AMTD Digital Inc. (NYSE: HKD), is headquartered in France and focuses on global strategies and developments in multi-media, entertainment, and cultural affairs worldwide as well as hospitality and VIP services. TGE comprises L'Officiel, The Art Newspaper, movie and entertainment projects. Collectively, TGE is a diversified portfolio of media and entertainment businesses, and a global portfolio of premium properties. Also, TGE is a special purpose acquisition company (SPAC) sponsor manager, with its first SPAC successfully raised and priced on December 18, 2025.

Safe Harbor Statement

This press release contains statements that may constitute "forward-looking" statements pursuant to the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "aims," "future," "intends," "plans," "believes," "estimates," "likely to," and similar statements. Statements that are not historical facts, including statements about the beliefs, plans, and expectations of AMTD IDEA Group, AMTD Digital and/or The Generation Essentials Group, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. Further information regarding these and other risks is included in the filings of AMTD IDEA Group, AMTD Digital and The Generation Essentials Group with the SEC. All information provided in this press release is as of the date of this press release, and none of AMTD IDEA Group, AMTD Digital and The Generation Essentials Group undertakes any obligation to update any forward-looking statement, except as required under applicable law.

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