September 4, 2025

Dear Sirs,

Name of the Company:	Beat Holdings Limited (URL: www.beatholdings.com)
Representative:	Chief Executive Officer, Chin Siang Hui （TSE Standard Market, Code：9399）
Inquiries to:	IR Division Manager, Yuta Takayama （TEL: Tokyo 03-4570-0741）

Signing Market Service Agreement with Focus Magic Ltd.

Today the Board of Directors of the company ("**the Company**" or "**Beat**") has resolved to conclude a marketing service agreement ("**Market Service Agreement**") with Focus Magic Ltd. ("**Focus Magic**") as follows.

1. Objective of the Market Service Agreement

Focus Magic and its subsidiaries, including CoinOtaku Inc. ("**FM Group**") are specialized marketing agency with demonstrated expertise in cryptocurrency and blockchain technology promotion, digital content creation, and investor relations services.

The Company desires to engage a marketing service provider which owns extensive experience and knowledge, to enhance our market presence, particularly in the Bitcoin and cryptocurrency sector. In this respect, FM Group possesses the necessary resources, expertise, and industry relationships to provide comprehensive marketing and investor relations services to the Company. The Company and FM Group are willing to establish a strategic marketing partnership as well, whereby FM Group will provide specialized marketing services to promote our Group's business interests and market position.

2. Outline of the main services of Market Service Agreement

(1) Scope of services

- Bitcoin-Focused Website Development and Management
  - management of domain and platform, content management and technical specifications
- Beat Official Website Development and Management
  - including website development, content management and technical maintenance

(2) Service Fee

- a one-time service fee of SGD60,000 (JPY6,872 thousand)
- a monthly service fee of SGD14,000 (JPY1,603 thousand)

(3) Term

- 1 year

3. About Focus Group

Outline of Focus Magic:

(1)	Name of company	Focus Magic Ltd.	
(2)	Address	Sea Meadow House, (P.O. Box 116), Road Town, Tortola, British Virgin Islands	
(3)	Title and name of representative	Director, Mr. Khoo Jie Xiong	
(4)	Business	Cryptocurrency and blockchain technology promotion, digital content creation, and investor relations services etc.	
(5)	Amount of share capital	USD1,000	
(6)	Date of incorporation	November 16, 2021	
(7)	Large shareholder and holding ratio	Mr. Khoo Jie Xiong, 100%	
(8)	Relationship with the Company	Capital relationship	Mr. Khoo Jie Xiong is the largest major shareholder of the Company, holding approximately 33% shares (Note), through his asset management company, Atari Capital Limited
		Human relationship	N/A
		Business relationship	Only this Market Service Agreement

(Noted) Based on information available for the Company.

Focus Magic is a BVI company which indirectly holds 100% equity interest of CoinOtaku Inc., which is a company incorporated and registered in Japan, and used to be a subsidiary of the Company, engaging in cryptocurrency media business, online salon business, token development support business, community marketing business, Search Engine Optimization (SEO) support business and other services.

4. Future outlook

At this present time, impacts of this Market Service Agreement to the consolidated performance of the Company are expected to be low. In case any event decided or occurred required to be disclosed, we will announce such immediately.

Exchange rate used: SGD1 = JPY114.53 based on the foreign currency exchange rate (middle rate) from the Tokyo Foreign Exchange Market as of August 29, 2025.

This document is the English translation of the official Japanese version of the Press Release ("Official Japanese Version"). This English translation was prepared for your reference. In the event of any discrepancy between the Official Japanese Version and this English translation, the Official Japanese Version will prevail.

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About Beat Holdings Limited

Beat Holdings is a global investment company, incorporated in and registered at Cayman Islands under the laws of Cayman, headquartered in Hong Kong, with subsidiaries in Japan, Singapore, Malaysia, Indonesia, China and Canada. Through our subsidiary, Xinhua Mobile Limited (HK), we acquire and license intellectual property rights. Through our subsidiary, GINSMS Inc. (listed on Toronto Venture Exchange, TSXV: GOK), provides mobile messaging service, software products and services as well. Beat is listed on Tokyo Stock Exchange's Second Section (TSE: 9399).

For more information, please visit https://beatholdings.com/

This is a disclosure document to the public and shall not constitute an offer to invest in the securities of our company. Upon making an investment decision to our company, investors should read documents of disclosures including but not limited to past timely disclosure and statutory disclosure of our company as well, and consider the risk factors together with other information contained therein when making such decision.