June 18, 2026

Dear Sirs,

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

Discontinuation of Partial Business at Consolidated Subsidiary

On June 17, 2026 (Japan time) the Board of Directors of the Company, and on June 17, 2026 (Canada time) the Board of Directors of GINSMS Inc. (listed on Toronto Venture Exchange, TSXV: GOK, "GINSMS") a consolidated subsidiary of the Company, have resolved to discontinue a part of its business (A2P Messaging Service) as follows.

1. Reason to discontinue business

GINSMS and its subsidiaries ("GINSMS Group") had been providing services in the fields of A2P Messaging Service ("SMS Business"), and Software Products and Services ("Software Service Business"). However, in recent years, the SMS Business has been declining and profit margin in this sector has been affected by new entrants. Therefore, the Board of Directors of the Company and GINSMS have decided to discontinue the SMS Business, in order to improve the profitability of the Company and GINSMS Group.

This decision reflects GINSMS Group's commitment to its ongoing portfolio transformation and the resulting alignment of its business to more profitable growth vectors in its Software Service Business. By concentrating on the Software Service Business, GINSMS Group aims to improve long-term business performance and create value for its shareholders.

2. Outline of business to be discontinued

(1) Outline of consolidated subsidiary

Name of Company	GINSMS Inc.
Address	Suite 1900, 9th Avenue S.W. 215 Calgary, Alberta T2P 3V4, Canada
Title, name of representative	Chief Executive Officer, Mr. Chin Siang Hui
Content of business	SMS Business and Software Service Business
Share capital	CAD15,148 thousand (JPY1,739 million) (as of March 31, 2026)

(Note) Exchange rate used CAD1=JPY114.84; the amounts in Japanese yen are calculated by the foreign currency exchange rate (middle rate), from the quotations by MUFG Bank, Ltd. for buying and selling spot as of March 31, 2026.

(2) Content of SMS business and number of employees

Mainly provides cloud-based A2P (Application to Person) Messaging Service, and the number of employees engaging in such business is 4.5 (including employees of common departments).

GINSMS Group intends to reduce impact on team members due to this business decision through redeployment opportunities into existing open positions within the Software Service Business of GINSMS Group, as much as possible.

(3) Business result of SMS business (Fiscal Year ending December 31, 2025)

	SMS Business (a)	Consolidated result (b)	Ratio (a/b)
Revenue	USD 171 thousand (JPY 27 million)	USD 1,021 thousand (JPY 160 million)	16.7%
Ordinary loss: △	△USD292 thousand (△JPY46 million)	△USD 4,207 thousand (△JPY 659 million)	-

(Note) Exchange rate used USD1=JPY156.56; the amounts in Japanese yen are calculated by the foreign currency exchange rate (middle rate), from the quotations by MUFG Bank, Ltd. for buying and selling spot as of December 30, 2025.

3. Schedule

(1) Board resolution	June 17, 2026
(2) Discontinuing business	June 30, 2026 (Planned)

4. Future outlook

We are not expecting to record any extraordinary loss due to this event. Although this event is not included in the "Forecast on Consolidated Results for the period ended December 31, 2026" disclosed on February 13, 2026, we are not planning to revise such forecast at this moment, since we have reflected lower than expected revenue from SMS Business, and as we are not expecting material decrease in consolidated revenue due to discontinuing SMS Business. In case any event occurred required to be disclosed, we will announce such on a timely basis.

[End]

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 software products and services. Beat is listed on Tokyo Stock Exchange's Standard Market (TSE: 9399).

For more information, please visit https://www.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.