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**Intuitive Investments Group plc**

**("IIG" or the "Company")**

**Hui10 Signs Strategic Cooperation Deal with Tuopai Shede**

IIG plc is pleased to announce that its largest investment, Hui10 Inc, has signed a strategic cooperation agreement with Sichuan Tuopai Shede Group Co., Ltd ("Tuopai Shede"), the Chinese producer of Tuopai Shede branded baijiu, and other premium alcoholic products, based in Sichuan.

This agreement is a powerful endorsement of the value proposition behind Lucky World's Sports Lottery HongBao system, which through the Lottery HongBao QR code delivers:

- Instant verification of authenticity via UnionPay's interbank system
- Increased customer engagement through certified digital lottery rewards
- Protection against counterfeiting<sup>1</sup> with real-time validation
- A measurable, cost-effective marketing channel driving consumer loyalty and sales

Through the agreement, Hui10 will provide its Sports Lottery HongBao digital QR codes for Tuopai Shede to add to each bottle on its production line destined to be sold via the Lucky World platform, enabling instant product authentication and lottery engagement.

Customers scanning the QR code at the Lucky World UnionPay POS terminal will have the code authenticated in real-time through UnionPay's national interbank settlement system, verifying product authenticity and offering lottery play rewards.

Tuopai Shede will develop exclusive products aimed at the current sports lottery playing customer demographic, currently joining the Lucky World platform in their 1,000s every day, with the intention for the full range of products to be featured and distributed across Hui10's Lucky World's national lottery retail network.

Joint promotional campaigns will be rolled out in coordination with provincial Sports Lottery Centres, building on traditional product marketing with digital lottery incentives.

**Giles Willits, Chief Executive Officer of IIG plc, commented:** "This is yet another example of Hui10's ability to deliver innovative solutions at national scale. Integrating lottery infrastructure with premium consumer brands via UnionPay not only extends the reach of Lucky World but further reinforces the scalability of Hui10's model."

<sup>1</sup> *Baiju counterfeiting is an acknowledged issue across China, especially for premium brands like Tuopai Shede. It erodes brand trust, diminishes safety and pricing integrity, and undermines revenue, so a QR code that verifies authenticity can deter fakes, protect margins, and give consumers confidence and traceability.*

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**About Intuitive Investments Group plc**

IIG is an investment company focused on fast growing, high potential Technology and Life Sciences businesses operating predominantly in the UK, continental Europe, the US and APAC, utilising the Board's experience to seek to generate significant capital growth over the long term for shareholders.

**About Hui10**

Hui10 is a technology company involved in the digital transformation of the Chinese lottery. It's platform unlocks the market expansion of the Chinese lottery through increasing the number of people playing lottery from the current 10% participation level to target more than 30%. Hui10's platform is integrated into China's national interbank card settlement system and payment platform, UnionPay. Lucky World is an omnichannel commerce platform which provides China's existing 200,000 lottery only shops access to a wider fastmoving consumer goods product offering through its growing number of commercial partnerships with leading Chinese suppliers. Lucky World provides a solution for brands to tackle the global counterfeit crisis using its integrated Lottery HongBao digital solution with incentives, helping to build brand loyalty and trust.

**About Sichuan Tuopai Shede Group Co., Ltd**

Sichuan Tuopai Shede Group Co., Ltd is the Chinese producer of Tuopai Shede branded baijiu, and other premium alcoholic products, based in Sichuan and listed on the Shanghai Stock Exchange with a market capitalisation of approximately CNY18 billion (£1.8 billion).

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