ZIXIN GROUP HOLDINGS
紫心集团控股

(Incorporated in the Republic of Singapore with Unique Entity No.: 200718683N)
Website: **www.zixingroup.com.sg**
SGX stock code: **42W**

Zixin Group making noteworthy progress in the Singapore market

- **Inaugural participation in the Food & Hospitality Asia 2026 trade exhibition**
- **Zixin Singapore launches an official digital platform: www.ilovesweetpotato.com to facilitate e-commerce functions**
- **Zixin Group aims to enhance its presence in the competitive food sector through the utilisation of innovative marketing strategies and strategic alliances**

For Immediate Release

SINGAPORE, 16 April 2026 – SGX Catalist-listed 42W, **Zixin Group Holdings Limited 紫心集团控股** ("**Zixin**" or the "**Company**" and together with its subsidiaries, "**Zixin Group**"), a leading biotech-focused sweet potato integrated industrial value chain operator, is pleased to update its shareholders and potential investors that its wholly-owned subsidiary, Zixin Enterprise (Singapore) Pte. Ltd. ("**Zixin Singapore**"), is making noteworthy progress in the Singapore market.

Zixin Singapore will be participating in the Food & Hospitality Asia 2026 ("**FHA 2026**") trade exhibition, which will take place from 21st to 24th April 2026 at the Singapore EXPO (booth 6M2-04/05). At the FHA 2026, Zixin Singapore plans to showcase the following:

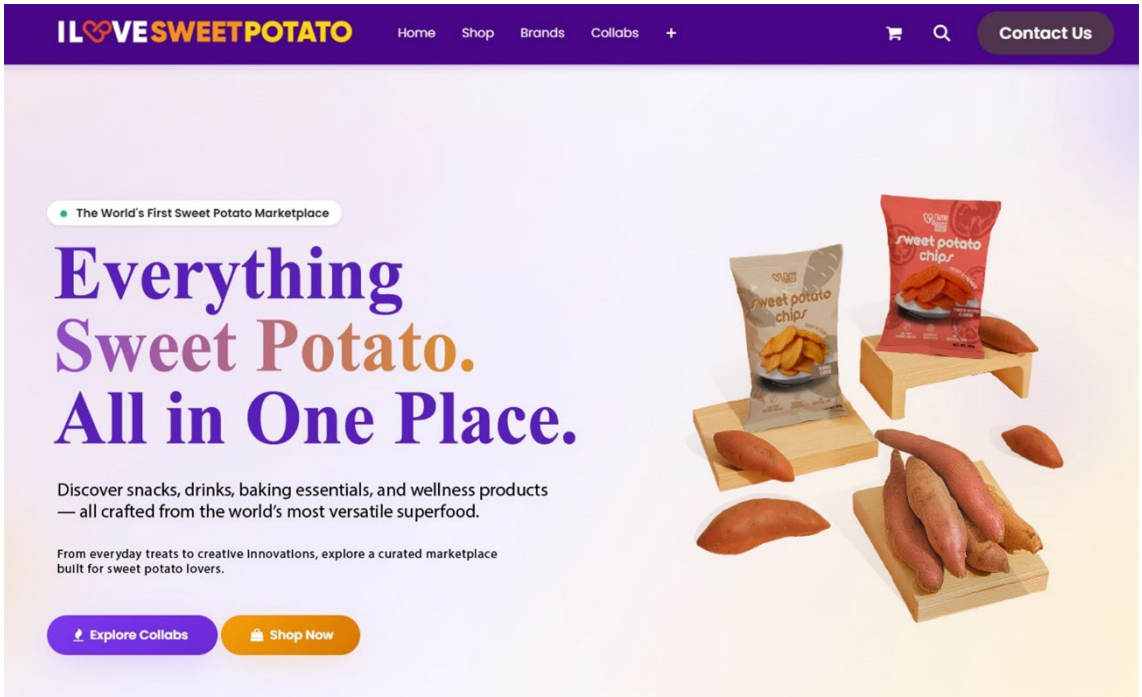
- a portfolio of sweet potato-based consumer products, including the sweet potato chips and fries;
- innovative new products and functional food concepts featuring its CellRootZ+ branded pure sweet potato powders; and
- potential business opportunities for distribution partnerships and regional expansion.

Mr. Liang Chengwang (梁承旺), Executive Chairman and Chief Executive Officer of Zixin Group, commented on Zixin Group's inaugural participation in FHA 2026 and said, "**We are appreciative of the patience and support of our colleagues and business partners who have diligently contributed to this milestone. This event serves as a platform to showcase Zixin Group's efforts and accomplishments in the upstream and midstream segments of our ecosystem, extending beyond our primary market in China and supported by the newly developed downstream distribution channels in Singapore.**

This trade exhibition serves as an essential platform for connecting with global buyers, distributors, and industry partners. Such interactions will not only enhance our visibility in international markets but also foster valuable relationships that can drive future growth. We are excited to explore new opportunities and to share our innovative solutions with a wider audience."

Some notable developments include:

I. The launch of an official digital platform: www.ilovesweetpotato.com



Zixin Singapore has launched its official digital platform, www.ilovesweetpotato.com, as a software-based infrastructure to facilitate interaction, transactions, and value exchange between users, including customers and business partners. The digital platform is also available on the various social media platforms and prominent e-commerce platforms.

II. Introducing the 'NutriRootz' Brand

Zixin Singapore is set to launch its flagship consumer brand, '**NutriRootz**', which focuses on snacks and food products derived from sweet potatoes. The premier brand aims to transform the consumption of sweet potatoes through the following initiatives:

- promoting functional snacks[1] that are nutrient-dense, serving as nutritious alternatives;
- raising awareness of Zixin Group's clean label products[2], which are made exclusively from natural ingredients; and
- utilising innovative formats, including omnichannel marketing strategy, to ensure a seamless and consistent experience across both digital and physical touchpoints, catering to the needs of modern consumers.

For instance, Zixin Group's midstream processing facilities produce crispy sweet potato chips and fries as well as the steamed sweet potato products, which are categorised under the "**NutriRootz Crunch**" and "**NutriRootz Go**" ready-to-eat product segments, respectively.

[1] Functional snacks, like those made of highly concentrated purple sweet potato powder, are meant to offer health benefits beyond just basic nutrition, such as better energy, gut health, or muscle recovery. These items are often fortified with extra protein, fibre, probiotics, vitamins, or minerals that support specific wellness goals while still satisfying hunger. They range from natural whole foods, such as sweet potatoes and sweet potato chips, to modified products created to boost physical performance or mental focus, including protein bars and energy bites that incorporate sweet potato powder.

[2] Clean-label products have short, recognisable ingredient lists free from artificial additives, synthetic chemicals, and GMOs. These foods prioritise minimal processing and transparent sourcing to ensure items are perceived as wholesome and natural. Zixin Group has test reports on some of its sweet potato-based products, but it is still work in progress of detailing the sourcing, processing, and production journey.

On the other hand, the "**NutriRootz Raw**" segment includes high-quality, traceable, and nutrient-rich fresh produce from the farm to both consumers and businesses.

(Reference: Strategic expansion into fresh agricultural products distribution business in overseas markets through a joint venture, Zixin Fresh Import & Export Pte Ltd https://links.sgx.com/1.0.0/corporate-announcements/OAKOQKCS44GDLUA7/94780a913b4c97e6d428844b02ad4a2d384bd513d8e64594957e992d5c2cc53f)

Zixin Singapore will be introducing the '**NutriRootz**' brand in Singapore, Indonesia, Malaysia, Vietnam, and Mexico over the next six (6) months. This flagship brand will play a central role in Zixin Group's strategy to build scalable, intellectual property-driven food brands [3] across Southeast Asia and beyond. This approach aims to tap into local tastes while maintaining a cohesive brand identity.

III. Zixin Group's collaborative brand of crispy sweet potato chips are now available in all outlets of one of the top three supermarket chains in Singapore

Zixin Group's crispy sweet potato chips, in collaboration and produced for a third-party brand, 'CoolShow', are now available in all outlets of one of the top three supermarket chains in Singapore. This expansion into retail outlets marks an important milestone in making a healthier, plant-based snack alternative accessible to a broader range of consumers.

[3] Intellectual property (IP) driven food brands secure market exclusivity and differentiate products through trademarks, patents, and geographical indications.

Mr Liang adds, "**Through the utilisation of innovative marketing strategies and strategic alliances, Zixin Group aims to enhance our presence and impact within the competitive food sector. This strategy will augment our brand visibility and cultivate more robust relationships with our consumers and business partners.**"

The Company will update shareholders on material developments for the Group as and when they arise.

###

CAUTIONARY NOTE

Shareholders and potential investors are advised to exercise caution when dealing with the shares of the Company. Persons who are in doubt as to the action they should take, should consult their stockbrokers, bank managers, solicitors, accountants, or other professional advisers before trading in or making any investment decision regarding the Company's shares.

ZIXIN GROUP HOLDINGS
紫心集团控股

ZIXIN GROUP HOLDINGS LIMITED 紫心集团控股

(Stock code – SGX: **42W** | Bloomberg: **ZXGH SP** | Reuters: **42W.SI**)

Zixin Group Holdings Limited ("**Zixin**" or the "**Company**" and together with its subsidiaries, "**Zixin Group**") is a leading biotech-focused sweet potato integrated industrial value chain operator in China. Through its wholly-owned subsidiaries, the Group harnesses its biotechnology capabilities to strengthen and support its core business areas: **(a) cultivation and supply** – (i) research and development on sweet potato varieties to cultivate sweet potato seedlings, (ii) sweet potato cultivation techniques and solutions to improve the quality and yield for farmlands, (iii) sweet potato seedlings nursery base, and (iv) fresh sweet potatoes supply, **(b) product innovation and food production** – innovation of snack food and functional food, as well as production techniques to maximise nutrient retention and produce healthier proprietary branded products, **(c) brand building, marketing and distribution channel building** – strengthen market awareness and position of proprietary brands of healthier snack food and functional food through targeted marketing campaigns and various distribution platforms (traditional and e-commerce) throughout China, and **(d) recovery and recycling** – R&D on nutritional content from sweet potato peels through proprietary extraction technology and utilising proprietary probiotic fermentation formulation as a medium to convert agricultural waste materials such as spoiled sweet potatoes, sweet potato peels, stems and leaves into raw ingredients that could potentially be part of the poultry and animal feeds.

Zixin Group aims to be a leading biotech-focused sweet potato agritech operator globally that leverages smart ecological agriculture and utilises biotech capabilities throughout its integrated sweet potato industrial value chain. With the support of complementary industries such as smart warehousing and agricultural waste fermentation, Zixin Group intends to utilise its biotech capabilities to reinforce its circular economy business model to further enhance its effectiveness and cultivate economies of scale.

Please visit the Company's website at www.zixingroup.com.sg for more information.

Issued for and on behalf of **ZIXIN GROUP HOLDINGS LIMITED** by:

富登财经 FinComm
OCTAVE

Investor relations contact:

Rosalina Soh 苏沛熙
Mobile : (65) 9677 6683
Email : rosalina@octavecomms.com

*This media release has been reviewed by the Company's sponsor, RHB Bank Berhad (the "**Sponsor**") in compliance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") Listing Manual Section B: Rules of Catalist (the "**Catalist Rules**").*

This media release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this media release, including the correctness of any of the statements or opinions made or reports contained in this media release.

The contact person for the Sponsor is Mr Alvin Soh, Head, Corporate Finance, at 90 Cecil Street, #03-00 RHB Bank Building, Singapore 069531, telephone (65) 6320 0627.