

To: Business Editor



TONTINE

Tontine Wines teams up with café chain Partner Coffee to tap into coffeehouse and pub business

16 May 2022 – China Tontine Wines Group Limited (“Tontine Wines” or the “Company”, stock code: 0389), together with its subsidiaries (the “Group”), one of the leading sweet wine producers in China, announced the establishment of a joint venture company (“JVC”) with Partner Coffee, a new popular coffee chain in mainland China, to tap into coffeehouse and pub chain business.

Tontine Wines actively explores different ways of cooperation to achieve business diversification and to create multiple income sources for the Company. The JVC – Tontine Partner Wines Company Limited (“Tontine Partner Wines”), which is owned as to 51 per cent by the Company and 49 per cent by Partner Coffee, will be in charge of the operation of Partner Coffee’s shops. Partner Coffee has rich experience in coffee salon operation, and currently operates more than 10 shops in Beijing. At the same time, Partner Coffee is developing the business model of “online+offline salon” and “café by day+pub by night”, which will better meet entrepreneurs’ need for online and offline social networking and speed up expansion of new stores.

In future, Tontine Wines and Partner Coffee will jointly operate urban pub chain project. Tontine Wines will be responsible for the supply of a variety of its premium alcoholic beverages. Meanwhile, Tontine Wines and Partner Coffee together will leverage Partner Coffee e-commerce platform and JD Logistics to provide consumers with convenient shopping services. Tontine Partner Wines combines the Group's high-quality products with Partner Coffee's rich experience in salon operation to provide a social platform for urban white-collar workers for relaxation and entertainment.

“The cooperation between Tontine Wines and Partner Coffee signifies an important step for the Group’s downstream vertical integration. Our involvement and support will definitely mark a strong brand endorsement and supply chain advantage to the urban pub chain project. The strong alliance between the Group and Partner Coffee is a win-win cooperation as it allows both parties to complement each other while enjoying mutual benefits, which will create new consumption experience for consumers,” said Mr. Wang Guangyuan, the chairman of Tontine Wines.

About China Tontine Wines Group Limited

China Tontine Wines Group Limited is one of the leading sweet wine producers in China. Unique taste, premium quality and top-notch operation earn the Group numerous awards. For instance, the Group’s “Minus Nine Degrees • Tongtian White Ice Wine 2016 (Vidal) won a Silver Award at the world-renowned wine competition -- IWSC (International Wine & Spirits Competition), with a high

score of 90 points; and Snow Aromatic Organic Mountain Wine won a Gold Award at the Spring Edition of the 13th International PAR Organic Wine Award (2021) with an outstanding score of 93 points, which was the highest score in the Gold Award Category in the China region. Tontine Wines' "Yaaru Valley No.1·Tontine White Ice Wine" and "Yaaru Valley No.1·Tontine Red Ice Wine" respectively won the Gold medal and the Silver medal of Premium Wine of 2021 China Fine Wine Challenge. The outstanding achievements of the Group in the industry were also recognized by the capital market. In December 2021, the Group won the "Listed Company Awards of Excellence 2021" organised by Hong Kong Economic Journal, a Hong Kong-based Chinese financial newspaper. The award was a recognition of the comprehensive strength of the Group.

The exceptional quality of Tontine Wines' products is much attributable to the Group's commitment to quality assurance and its grape supply from Ji'an city in Jilin Province, one of the few regions in the world that can cultivate the unique mountain grapes. The Group is dedicated to diversify its product portfolio and will continue to explore and develop niche markets, to cater to the ever changing consumer demands. The Group currently offers 123 types of wine products sold through 90 distributors in 19 provinces, 1 autonomous regions and 3 direct-controlled municipal cities in China. The Company's shares were listed on the Main Board of the Stock Exchange of Hong Kong Limited since November 2009.

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