THE PLACE HOLDINGS LIMITED
(Incorporated in the Republic of Singapore)
(Company Registration No. 200107762R)

COOPERATION AGREEMENT FOR PROPERTY PROJECT IN CHINA BEIJING CHAOYANG DISTRICT

1. INTRODUCTION

The board of directors (the "Board" or the "Directors") of The Place Holdings Limited (the "Company", and together with its subsidiaries, the "Group") wishes to announce that the Company entered into an cooperation agreement (the "Agreement") on 8 August 2025 with Beijing Shengda Hengxin Technology Development Co., Ltd ("BSHTD) and Hank Tod Consulting Ltd ("HTC").

2. COOPERATION AGREEMENT ("CA")

The Cooperation Agreement salient points are as follows:

The Company, BSHTD and HTC are cooperating on the CITIC Capital Hongting Villa Project ("Project") which is a property investment in China Beijing, Chaoyang District. The Project has a total planning development area in excess of 100,000 m^2 and is targeting a total residential units in excess of 400.

BSHTD shall lead the investment and restructuring of the Project and the Company shall invest SGD 10 million equivalent in RMB and/or HKD to be managed by BSHTD. HTC assists BSHTD in the financing and administration of the Project.

BSHTD provides a fixed return of 4% per annum within two years (before project completion) and total returns of not less than 12% (after project completion). If the project is not completed in two years, BSHTD shall return the full principal and a fixed return of 4% per annum to the Company. The duration of cooperation is 6 years and the payment for the returns is to be made within 30 days of year end.

3. INFORMATION ON THE COOPERATION PARTNERS

BSHTD is incorporated in China since 2000 and has carried out business in different industries such as technology development in electronics, information technology, pharmaceutical and project development and investments.

HTC is incorporated in Hong Kong and provides management consultancy services in project development and financing.

4. RATIONALE FOR THE COOPERATION

The Board views that this is good opportunity for the Company to achieve recurring income and support the operational cashflow requirements. The Company recognises the current and future strategic value of BSHTD as a partner in multiple ways.

5. ORDINARY COURSE OF BUSINESS

The Company is in the business of property development and investment. The Company's current main business includes direct investments in companies carrying out property investments. In FY2017 and FY2022, the Company has invested via similar instruments to

various companies, with the financial quantum ranging from S$1,000,000 to S$3,872,000. As such it is in our ordinary course of business to make such investments and it is the Company's view that Chapter 10 should not apply.

6. FINANCIAL EFFECTS OF THE INVESTMENT AND/OR COOPERATION

The Company's investment will be funded through internal resources. It is not expected to have any material impact on the net tangible assets per share and earnings per share of the Group for the current financial year ending 31 December 2025.

7. INTERESTS OF DIRECTORS AND SUBSTANTIAL SHAREHOLDERS

None of the directors or controlling shareholders of the Company has any interest, direct or indirect (other than through their shareholdings in the Company), in the Project and/or the cooperation partners.

8. FURTHER ANNOUNCEMENT(S)

The Company will make such further announcement(s) to keep shareholders informed, as and when there are material updates or developments in connection with the investment and/or cooperation.

9. CAUTIONARY STATEMENT

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company. Shareholders and potential investors should note that there is no certainty or assurance that the investment and/or cooperation will be completed or be proceeded with. Shareholders are advised to read this announcement and any further announcements by the Company carefully. Shareholders should consult their stockbrokers, bank managers, solicitors or other professional advisers if they have any doubt about the actions they should take.

10. DOCUMENTS AVALIABLE FOR INSPECTION

A copy of the CA will be available for inspection during normal business hours at the registered office of the Company at 6 Battery Road, #21-01, Singapore 049909 for a period of 3 months from the date of this announcement.

Shareholders who wish to inspect the CA at the Company's registered office are required to send an email request to daniel.oh@theplaceholdings.com to make an appointment in advance. The inspection of documents will be arranged with each Shareholder to limit the number of people who are present at the registered office at any one time and such arrangements are subject to prevailing regulations, orders, advisories and guidelines relating to safe distancing which may be implemented by the relevant authorities from time to time.

BY ORDER OF THE BOARD

Ji Zenghe
Executive Chairman

8 August 2025