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IFBH Limited

(Incorporated in the Republic of Singapore with limited liability)

Company registration number: 202407593W

(Stock Code: 6603)

VOLUNTARY ANNOUNCEMENT

APPOINTMENT OF CHINA CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of IFBH Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Shu Yong (“**Mr. Shu**”) has been appointed as the Chief Executive Officer for mainland China of Innovative Food and Beverage (Shanghai) Co., Ltd. (“**IFB Shanghai**”), a wholly-owned subsidiary of the Company (the “**China CEO**”), with effect from 15 October 2026 for a term ending on 31 October 2029.

Mr. Shu, aged 39, graduated from Dominican University of California in 2023 with a Master of Business Administration. Prior to joining IFB Shanghai, he served as the General Manager of the Emerging Channel Development Department and the General Manager of the Snack Discount Development Department of WEILONG Delicious Global Holdings Ltd (“**Weilong**”) (卫龙), where he had worked for over 5 years. Before joining Weilong, he had also served as the General Manager of the Shanghai market of Wahaha (娃哈哈), the Regional Sales Director of Evergrande Spring (恒大冰泉), and a Brand Merchandising and Operations Manager at Pinduoduo (拼多多), accumulating 17 years of senior fast-moving consumer goods leadership experience.

Mr. Shu has entered into an employment contract with IFB Shanghai for a term from 15 October 2026 to 31 October 2029.

As at the date of this announcement, Mr. Shu does not have any interest in any share, underlying share or debenture of the Company or of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The remuneration of Mr. Shu, as the China CEO, has been determined in accordance with applicable laws and regulations, industry market standards and the operations of IFB Shanghai, and has been reviewed by the Remuneration and Appraisal Committee of the Company and approved by the Board.

Save as disclosed above, as at the date of this announcement, Mr. Shu (i) does not hold any other position with the Group; (ii) has not held any directorship in any other public companies, the securities of which are listed on any securities market in Hong Kong or overseas in the three years immediately preceding the date of this announcement, nor does he possess any other major appointments or professional qualifications; and (iii) as far as the Board is aware, does not have any relationship with any Director, senior management or substantial or controlling shareholders of the Company.

Save for the information disclosed above, the Board is not aware of any other matters relating to the aforesaid appointment of Mr. Shu that need to be brought to the attention of the shareholders of the Company nor any information that is required to be disclosed pursuant to the relevant provisions under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to extend a warm welcome to Mr. Shu on his appointment.

By order of the Board
IFBH Limited
Pongsakorn Pongsak
Executive director and chief executive officer

Hong Kong, 14 October 2026

As at the date of this announcement, the Board comprises: (i) Mr. Pongsakorn Pongsak, Ms. Metaphon Pornanektana and Ms. Vipada Kanchanasorn as executive directors; (ii) Mr. Tawat Kitkungvan as non-executive director; and (iii) Mr. Thavee Thaveesangsakulthai, Ms. Songvilai Jiraphothong, Ms. Pathamakorn Buranasin and Ms. Supansa Kusonpattana Piriyaorn as independent non-executive directors.