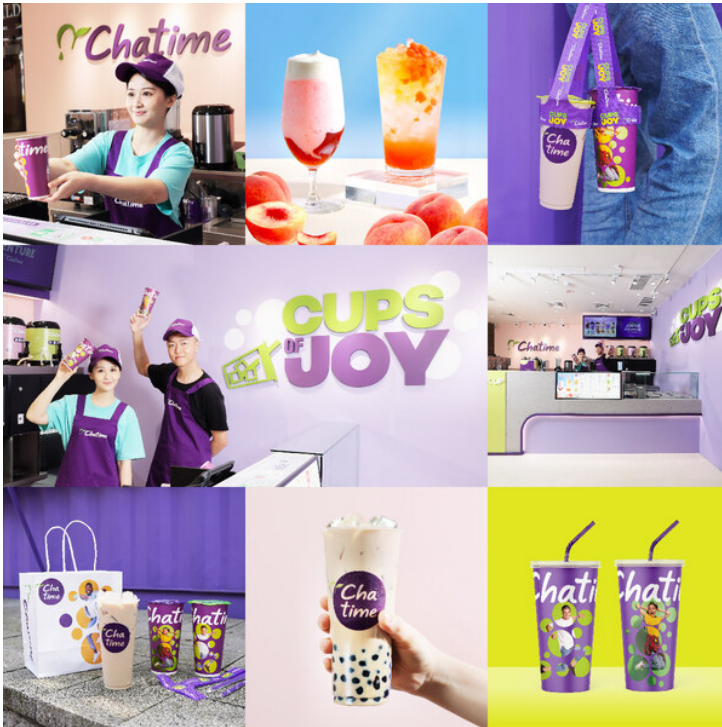


Chatime delivers Cups of Joy worldwide

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Chatime, a leading global bubble tea and innovative beverage brand, announced a brand refresh anchored on its new brand promise, "Cups of Joy." Since 2010, it has helped shape the global bubble tea drinking culture through its franchise partners in key markets, including Indonesia, the Philippines, Australia, Canada, the United Kingdom, Ireland, the United Arab Emirates, and Mauritius, with the most recent expansion in India and Thailand. The brand refresh captures the vibrant, youthful spirit of the company and appeals to Gen Z around the world seeking opportunities to create and celebrate in their everyday lives.

Chatime's values and beliefs emphasise the commitment to fostering inclusivity, creativity, and a sense of a globally connected community for customers. From an updated logo and tagline to new menu choices, modernised packaging, and new store designs, all elements of the brand refresh are designed to engage new customers and longtime fans on an emotional level, forging deeper connections as it delivers the fun and flavorful experiences they crave.

"In a changing and often challenging world, Chatime gives people a reason to come together and celebrate all the moments big and small that matter to them," said Henry Wang, Chairman of Chatime. "Our updated brand is designed to catch consumers' attention and inspire curiosity and excitement to reward yourself with a cup of joy."