Moon Inc.
恒月控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1723)

SUPPLEMENTAL ANNOUNCEMENT IN RELATION TO PROPOSED ISSUE OF NEW SHARES AND CONVERTIBLE NOTES UNDER THE GENERAL MANDATE

Reference is made to the announcement of the Company dated 23 April 2025 in relation to the issue and subscription of new Shares and Convertible Notes under General Mandate (the "**Announcement**"). Unless otherwise defined, capitalised terms used in this supplemental announcement shall have the same meanings as those defined in the Announcement.

The Board wishes to provide supplemental information in relation to the Share Subscription and the Note Subscription.

1. EXPANSION PLAN OF THE GROUP'S PRE-PAID PRODUCTS

The Group is principally engaged in the wholesale and retail sales of pre-paid products (i.e. SIM card and top-up voucher) (the "**Pre-paid SIM Card Products**") in Hong Kong targeted at mobile users who demand for local and international phone call and/or mobile data services in Hong Kong and overseas, as well as targeted at Indonesian and Filipino consumers. To the best knowledge of the Company, certain SIM cards of the Group has been sold to overseas markets via these wholesalers.

With the inherent limitations on further expanding the Pre-paid SIM Card Products business in Hong Kong due to market saturation, the management team intends to expand the distribution channels for its Pre-paid SIM Card Product beyond the Hong Kong market and leverage the management's extensive experience in the digital asset sector to pursue product expansion. In particular, the Group plans to introduce pre-paid Bitcoin cards (the "**Pre-paid Bitcoin Cards**", together with the Pre-paid SIM Card Products, being the "**Pre-paid Products**") as a new product line and, at the same time, expand the Group's Pre-paid Products business into selected Asian markets through strategic partnerships with established local distributors.

The Board recognises that distribution channels are a critical success factor in the Pre-paid Products sector. Accordingly, the Group has formulated a strategy to expand into selected Asian markets by identifying local partners with strong distribution expertise and extensive networks, and collaborating with these local partners by investing in them in order to strengthen commercial cooperation, secure long-term access to their distribution capabilities, and enhance the Group's competitive position in those markets. The Group preliminarily expects that the revenue growth from its overseas expansion will principally be driven by its SIM card business, subject to market demand.

In line with this strategy, the Company has identified Thailand and Korea as the first two destinations for the global expansion of its distribution channels. The Group has completed its investment in (i) DV8 Public Company Limited, a company listed on the Stock Exchange of Thailand ("**DV8**"), on 22 August 2025 and (ii) a fund that, in turn, invested in Bitplanet Co., Ltd. (formerly known as SGA Co, Ltd), a company listed on the Korea Exchange (KOSDAQ:049470) ("**Bitplanet**"), on 26 August 2025. For details of the above investment of the Group in DV8 and Bitplanet, please refer to the announcements of the Company dated 3 July 2025, 17 August 2025 and 22 August 2025.

Preliminary discussions have commenced with both DV8 and Bitplanet, and these partners have also introduced the Group to their respective local business counterparts for further dialogue. The strategic direction of the Group's expansion plan mentioned above will adopt the same business model as its Pre-paid SIM Card operations in Hong Kong by supplying its Pre-paid Products to overseas partners on a wholesale basis. The Group is currently in preliminary discussions with DV8, Bitplanet and their business partners or affiliates on wholesale arrangements for the Group's Pre-paid Products which are expected to facilitate the Group's expansion into these markets efficiently while minimising the time, costs and resources that would otherwise be required for market entry. The Group entered into a non-binding memorandum of understanding with Bitplanet on 15 September 2025 and expects to enter into formal co-operation agreements with these partners in the fourth quarter of 2025 in order to secure purchase orders for its Pre-paid Products.

In connection with the planned product distribution into these selected Asian markets, the Group's Pre-paid SIM Card Products will include data roaming services and local call minutes covering Hong Kong, Macao and Mainland China, thereby providing travellers with seamless connectivity across these key destinations. The target customers for these offerings are inbound tourists from the respective Asian countries who purchase the Group's Pre-paid SIM Card Products in their home markets prior to departure, ensuring they have immediate access to mobile services upon arrival. In addition, the products are also expected to appeal to local users in these markets who seek flexible and cost-effective alternatives to post-paid subscription plans.

In addition to the Pre-paid SIM Card Products, the Group will introduce Pre-paid Bitcoin Cards to complement its existing Pre-paid SIM Card Products. The Pre-paid Bitcoin Cards are designed as physical cards that can either be sold with a pre-loaded amount of Bitcoin or in an empty format that allows users to top up value at a later stage. These cards function in a similar manner to traditional pre-paid or gift cards, providing a simple and secure way for users to acquire, store and transfer Bitcoin without the need for complex wallet setups. The Group, acting as distributor and co-branding partner to a reputable U.S. Bitcoin card technology provider, will be responsible for distribution and customer support, while also identifying reputable local licensed partners to facilitate top-up services in these Asian markets. In addition, the Group's value-added role will include branding, packaging, standardising product features for overseas markets, and leveraging its broader purchasing volume and strategic partnerships to secure more competitive pricing. These initiatives are intended to ensure that the Pre-paid Bitcoin Cards are delivered to these wholesalers in a consistent, compliant, cost-efficient and consumer-friendly manner.

The revenue model of the Pre-paid Bitcoin Cards for the Group will be derived from sales margins on empty Bitcoin cards, together with handling fees from pre-load and top-up transactions. By engaging licensed local operators to provide top-up services in the Asian markets, the Group is entitled to retain a certain percentage of the handling fees payable by the customers to the licensed local operators, calculated based on the top-up Bitcoin value, thereby creating a recurring revenue stream in addition to product sales.

Looking ahead, following an initial period of approximately 12 months of wholesale distribution arrangements and market assessment in the selected Asian markets, including Thailand and Korea, the Group may consider establishing its own consumer-facing channels in these markets, subject to market reactions. These channels may include branded outlets, online sales platforms and co-branded marketing initiatives, and the Group intends to leverage the expertise and distribution networks of its local partners in developing such channels. The decision to proceed with direct-to-consumer expansion will also depend on local regulatory requirements and the overall performance of the wholesale arrangements. It is expected that, for top-up services for Pre-paid Bitcoin Cards, the Company will engage licensed local partners to handle such services. This approach is intended to balance growth opportunities with prudent risk management, ensuring that expansion proceeds in line with market conditions and regulatory requirements.

As at the date of this announcement, the Company is in the process of identifying other potential Asian markets for expansion, amongst others, including Taiwan, Japan and/or Vietnam, and intends to adopt the same distribution expansion strategy as implemented in Thailand and Korea. The expansion into these markets will follow the above timeline where the Group will first focus on wholesale distribution arrangements and market assessments for approximately 12 months before considering the establishment of consumer-facing channels, subject to market reactions and regulatory requirements.

2. CHANGE IN USE OF PROCEEDS

Under the section of "USE OF PROCEEDS" of the Announcement, the net proceeds from the issue of Subscription Shares and the issue of Convertible Notes (after deducting of expenses) will be approximately HK$64,188,354 ("**Net Proceeds**"), with (a) approximately up to HK$57,769,518, representing up to approximately 90% of the aggregate Net Proceeds of the Share Subscription and the Note Subscription, will be used for capturing potential investment opportunities which may arise in future to explore cryptocurrency investments and opportunities in Web 3.0, and/or for the acquisition of digital assets such as bitcoins; and (b) approximately up to HK$6,418,835, representing up to approximately 10% of the aggregate Net Proceeds, will be used as general working capital.

In view of the distribution channel expansion in selected Asian markets and the new product offerings, alongside the completion of investment in DV8 and Bitplanet, the Company proposes to reallocate the use of Net Proceeds in the following manner:

(a) approximately 54.7% of the Net Proceeds (equivalent to approximately HK$35.11 million) will be used to support the development and expansion of the Group's regional sales channels for the distribution and sale of the Pre-paid Products. This includes partnering with or otherwise investing in local companies in various countries in Asia, as well as acquiring minority stakes in companies with strong and established local distribution capabilities;

(b) approximately 15.3% of the Net Proceeds (equivalent to approximately HK$9.82 million) will be allocated to expand the Group's pre-paid product offerings through the introduction of Pre-paid Bitcoin Cards. Such proceeds will be used primarily for the acquisition of Pre-paid Bitcoin Cards and Bitcoins for inventory purposes; and

(c) the remaining of approximately 30% of the Net Proceeds (equivalent to approximately HK$19.26 million) will be applied as general working capital of the Group, including covering the investment cost and transaction fees for Bitplanet of approximately HK$9.69 million (which the Company had previously settled using its own internal fund pending the completion of the issue of Subscription Shares and the issue of Convertible Notes under General Mandate), approximately HK$4.38 million for hiring team members to support the Group's expansion plan, approximately HK$2.50 million for legal and professional fees, including overseas market regulatory compliance and consulting services and approximately HK$2.70 million for the Group's administrative and rental expenses, etc.

Save for the above, the contents of the Announcement remain unchanged.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

For and on behalf of
Moon Inc.
Mr. Fang Jason Kin Hoi
Chairman and Executive Director

Hong Kong, 8 October 2025

As at the date of this announcement, the Board comprises Mr. David Forrest Bailey, Mr. John Edwin Riggins, Mr. Fang Jason Kin Hoi and Ms. Wong Fung Yee Mary as executive Directors; Mr. Sit Hon as non-executive Director; and Ms. Yen Jung-Hui, Mr. Chen Xiaobing and Mr. Wong Yun Pun as independent non-executive Directors.