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HWH International Inc. Provides Updates on Hapi Cafe Business

BETHESDA, MD, Dec. 19, 2024 (GLOBE NEWSWIRE) -- HWH International Inc. ("HWH" or the "Company") (Nasdaq: HWH) is pleased to share an update on the progress of our Hapi Cafe business. Currently, the Company operates one Hapi Cafe outlet in Singapore and two in South Korea. The Hapi Cafe brand is growing its presence across Asia, with outlets owned by the Company and its affiliates in Singapore, Taiwan (Republic of China), the People's Republic of China, and South Korea, and is now launching its Hapi Cafe X initiative.

HAPI CAFE embodies the essence of HWH International's (HWH) 4-in-1 philosophy, aiming to enrich lives across three fundamental aspects: **HEALTH, WEALTH, and HAPPINESS.**

The core of the Hapi Cafe mission is to promote health through offering a variety of nutritious meals, including specialized Keto diet meal plans. Our vision has now been fully developed and rolled out in the Hapi Cafe flagship stores in Korea, Taiwan and Singapore. We continue to get positive feedback from our regular customers and members while continuously strengthening our model to fulfil the vision of HWH.

The Hapi Cafe in China that is situated in Dongguan's Central Business District, 38/F Global Economic and Trading Building fully represents our model. We offer a co-working environment and hold regular events with various companies. More importantly, this serves as the venue for HWH to organize and share workshops and seminars for our Hapi Wealth Education program. Through Hapi Cafe Dongguan, we successfully kicked off a soft launch of our Wealth Builder Program in November. Our plan is to continue to roll out Hapi Wealth Builder workshops in Hapi Cafes throughout Asia.

By leveraging the unique Hapi Cafe business experience in different countries, we are now revamping the existing Hapi Cafe in Taiwan and Korea, to offer the full "HWH Experience" for our members.

In response to the highly competitive coffee shop business in China, we have created a unique operating model to offer Hapi Cafe Xpress (Hapi Cafe X) with business owners of fitness centers, co-work spaces and showrooms (such as automobile showrooms), allowing more customers to experience our philosophy, while keeping operating investments to a minimum. We will be rolling out Hapi Cafe X in China and other Asian countries in the first half of 2025.

"We have been very selective in establishing a presence for Hapi Cafe in Asia as it is a unique model, combing Hapi Wealth Building, our Hapi Marketplace and Hapi Travel all together into one as an HWH experience with our Hapi Cafe Membership. We believe 2025 is the year to excel following our experiences with the highly-competitive coffee shop business. Hapi Cafe X is an accelerator of our brand exposure which will help the growth of membership with limited investment, which is critical to our success in the current economic environment," said Mr. Heng Fai Chan, Executive Chairman of HWH. "At HWH, promoting health, wealth, and happiness remains at the heart of our mission."

About HWH International Inc.

HWH International Inc. is a purpose-driven lifestyle company encompassing differentiated offerings from four core pillars: Hapi Marketplace, Hapi Cafe, Hapi Travel and Hapi Wealth Builder. HWH develops new pathways to help people in their pursuit of Health, Wealth and Happiness.

For more information, visit: <https://www.hwhintl.com/>

Forward Looking Statements

This press release contains, and certain oral statements made by representatives of HWH and its affiliates, from time to time may contain, “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. HWH’s actual results may differ from expectations, estimates and projections and consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as “expect,” “estimate,” “project,” “budget,” “forecast,” “anticipate,” “intend,” “plan,” “may,” “will,” “could,” “should,” “believes,” “predicts,” “potential,” “might” and “continues,” and similar expressions are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, statements regarding HWH’s continued growth and expansion and its ability to deliver value to customers and investors, along with those other risks described under the heading “Risk Factors” in the registration statement on Form S-1, filed by HWH with the Securities and Exchange Commission (the “SEC”) on December 3, 2024, and those that are included in any of HWH’s future filings with the SEC. These forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from expected results. Most of these factors are outside of the control of HWH and are difficult to predict. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated or anticipated by such forward-looking statements. Readers are cautioned not to place undue reliance upon any forward-looking statements, which speak only as of the date made. HWH undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date they were made except as required by law or applicable regulation.

No Offer or Solicitation

This press release does not constitute an offer to sell or the solicitation of an offer to buy any securities, or a solicitation of any vote or approval, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. No offer of securities shall be deemed to be made except by means of a prospectus meeting the requirements of the Securities Act of 1933, as amended.

For investor and media inquiries, please contact:

HWH International Inc.
4800 Montgomery Lane, Suite 210
Bethesda, MD 20814
301-971-3955
contact@hwhintl.com