TREASURE GLOBAL INC
Nasdaq : TGL

TREASURE GLOBAL INC
276 5th Avenue Suite,
704 # 739 New York,
NY 10001.

Treasure Global's Subsidiary Tadaa Technology Secures US$52 Million Partnership to Deploy AI-Powered Agricultural Supply Chain Platform for Malaysian Government

EzyTrace Integrates Fertilizer Stock Tracking, Logistics Visibility and Modern Farming Intelligence

KUALA LUMPUR, Malaysia, September 16, 2026 (GLOBE NEWSWIRE) -- Treasure Global Inc. (**NASDAQ: TGL**) ("**Treasure Global**" or the "**Company**"), a Southeast Asia–anchored technology company focused on AI-powered enterprise solutions and digital transformation, today announced that its subsidiary, Tadaa Technology Sdn Bhd ("Tadaa"), has secured a US$52million strategic partnership agreement with E Agro Digital Sdn Bhd ("E Agro Digital") to develop and deploy EzyTrace an advance AI-powered agricultural supply chain platform for Malaysia's Ministry of Agriculture and Food Security. Tadaa is anticipated to recognize revenue from this engagement commencing Q4 2027.

Under the partnership agreement, Tadaa will provide artificial intelligence, data analytics capabilities and enterprise platform infrastructure, while E Agro Digital will supply specialized agricultural technology expertise and domain knowledge; the combined capabilities will address the Ministry's requirements for real-time agricultural supply chain visibility, precision farming analytics, and integrated inventory management across Malaysia's agricultural distribution network.

EzyTrace is designed to deliver end-to-end supply chain visibility and inventory accountability, providing the Ministry with real-time tracking of agricultural stock from warehouse to distribution point. The platform integrated GPS, IoT sensors and AI-driven analytics to enable automated inventory reconciliation, reduce manual data entry errors, and provide decision support capabilities for agricultural logistic optimization. The partnership includes precision agriculture capabilities designed to provide Malaysian farmers with actionable insights on crop health, irrigation optimization, fertilizer application timing, and pest management. These capabilities leverage AI-powered analytics on satellite and sensor date to improve resource allocation efficiency. Industry research (Mordor Intelligence, Global AI in Agriculture Market, 2026) indicates precision agriculture technologies have demonstrated measurable improvement in crop yield efficiency while reducing chemical input costs, a key priority for Malaysia's agricultural modernization strategy.

"This partnership represents a significant milestone for Tadaa, demonstrating our ability deliver enterprise-scale AI solution to government agencies" said Sam Teo, Acting Chief Executive Officer of Treasure Global. "EzyTrace provides the Ministry with real-time supply chain visibility and opertional control across Malaysia's agricultural distribution network. With an addressable market of over US$31billion in regional logistics services and approximately US$28.5billion in food and agriculture logistic alone, combined with APAC government AI investment expanding from US$40.88 billion in 2025 to an estimated US$490 billion in 2035, this engagement position Tadaa to pursue additional government digitalization opportunities across Southeast Asia. We expect this deployment to establish reference capability and targeting additional 2-3 additional government contract within the next 12-24 months" said Sam Teo, Acting Chief Executive Officer of Treasure Global.

The initiative comes amid rapid growth in the adoption of AI and precision technologies across the agriculture sector. According to Mordor Intelligence, the global AI in agriculture market is projected to grow from approximately US$3.11 billion in 2026 to approximately US$8.39 billion by 2031, a compound annual growth rate of approximately 22.0%, with Asia-Pacific recording the fastest regional growth as governments across the region invest in digital agriculture programs.

Treasure Global believes the collaboration strengthens its presence in public-sector AI and digital agriculture while positioning Tadaa to pursue additional opportunities in agricultural supply-chain management, AI-enabled resource planning and government digitalization, supporting the Company's broader strategy of developing scalable technology-driven revenue opportunities.

About Treasure Global:

Treasure Global is a Malaysia-based technology solutions provider specializing in innovative platforms that drive digital transformation in retail and services. The Company's flagship product is the ZCITY Super App, which integrates e-payment solutions with customer loyalty rewards to create a seamless online-to-offline user experience. As of March 31, 2026, ZCITY has attracted 2.71 million registered users, positioning Treasure Global as a key player in Malaysia's digital economy. Treasure Global continuously leverages cutting-edge technologies, including artificial intelligence and data analytics, to enhance its platform's capabilities across e-commerce, fintech, and other verticals.

Visit treasureglobal.org for more information.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements reflect the Company's current expectations, assumptions, and projections about future events and are subject to risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. Forward-looking statements typically include terminology such as "anticipates," "believes," "expects," "intends," "may," "plans," "projects," "seeks," "should," "will," or similar expressions.

Factors that could cause actual results to differ materially include, without limitation, the ability of Tadaa and Eagro Digital to successfully design, deploy and maintain the EzyTrace platform; achieve anticipated operational benefits; meet project timelines and requirements; integrate AI, GPS, sensor and tracking technologies; maintain system reliability and cybersecurity; achieve adoption by government stakeholders and farmers; comply with applicable government procurement, data privacy and agricultural requirements; and respond to changes in technology, agricultural policies, market conditions and competition.

The forward-looking statements in this press release speak only as of the date hereof. The Company assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

CONTACT

Investor and media contact:
Investor Relations Team
Treasure Global
ir_us@treasureglobal.org