



SDAI Limited
(Company Registration No. 201107179D)
(Incorporated in the Republic of Singapore on 25 March 2011)

SDAI to Launch its Proprietary Plant Stem Cells Skincare in Singapore and China as Part of Strategic Transformation into a Biotechnology Company

- The milestone launch will mark a major step in the Group's transformation journey and reinforces commitment to long-term growth
- The Biotech B-III skincare series is designed to harness the regenerative properties of nature by focusing on cellular rejuvenation
- Aims to establish itself as a leader in biotechnology through its breakthrough work in cellular rejuvenation

SINGAPORE, 10 December 2025 – The board of directors (the “**Board**”) of SDAI Limited (the “Company” or “SDAI”, and together with its subsidiaries, the “**Group**”) is pleased to announce that the official launch of its proprietary skincare line, the **Bluecode Biotech B-III skincare series (蓝码生物 B-III 系列) (“B-III Series”)**, will take place on 21 December 2025. This debut marks a significant milestone in SDAI's transformation journey as the Group advances into the fast-growing anti-aging and biotechnology sectors, underscoring its commitment to innovation and long-term growth.

The B-III Series will debut simultaneously in Singapore and China. In Singapore, the first product to be introduced is the **Photoprotective Bio Facial Mist (抗光损喷雾)**. In China, three products will be launched concurrently: (i) the **Apple Fruit Cell Serum (苹果果实细胞精华液)**, (ii) the **Photoprotective Bio Facial Mist**, and (iii) the **Adenium Obesum Cell Facial Mask (沙漠蔷薇叶细胞面膜)**. The new products will be distributed primarily through established e-commerce platforms to maximise market reach and enhance consumer accessibility.

The new products will be introduced through leading e-commerce platforms to maximise visibility, market reach and consumer convenience. In China, the B-III Series will be launched on the Tmall Flagship Store, Douyin Mall and Xiaohongshu, while in Singapore, it will be available via the official brand website, Lazada and Shopee. These strategic online channels form the backbone of the Group's digital-first retail strategy, enabling direct engagement with consumers across key Asian markets and establishing a strong foundation for future expansion into additional regions.



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Revolutionising Plant Stem-Cell Skincare with Advanced Bioengineering

Developed by the Group's in-house R&D team, the B-III Series is crafted to unlock the regenerative power of nature through cellular rejuvenation. Daily exposure to environmental stressors and modern lifestyle habits can disrupt the skin's natural cell-to-cell communication, leading to visible signs of aging including wrinkles, dullness, dehydration, loss of elasticity, and lingering scars.

Compounded by common skincare misconceptions and excessive treatments that weaken the skin barrier, premature aging becomes increasingly difficult to reverse. Under the Bluecode Biotech B-III brand, the Group redefines skincare by introducing a breakthrough approach that restores the skin's internal communication pathways and activates its natural self-repair ability (“激发肌肤细胞自愈力”).

Harnessing next-generation bioengineering and advanced plant stem-cell technology, the B-III Series rejuvenates the skin's cellular network, enhancing balance, resilience, and youthful radiance from within. Instead of addressing concerns only at the surface level, B-III targets the root causes of cellular aging, empowering the skin to renew, rebuild and restore itself naturally.



The first product in this line, the **Apple Fruit Cell Serum**, is a high-performance essence powered by Uttwiler Spätlauber apple stem cells¹—sourced from a rare Swiss apple celebrated for its remarkable longevity and regenerative vitality. Renowned for staying fresh for months without shrivelling or refrigeration, this exceptional fruit provides the ideal foundation for advanced anti-aging skincare.

¹ Uttwiler Spätlauber apple stem cells, <https://www.swissinfo.ch/eng/banking-fintech/a-swiss-apple-a-day-keeps-wrinkles-at-bay/7668056>



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Rich in potent actives, the serum targets photoaging at its root, helping to repair, renew and revitalise the skin from within. Its plant stem-cell technology activates the skin's natural self-repair mechanisms, while an advanced micro-encapsulation system delivers sustained 12-hour restoration and superior absorption for visibly smoother, firmer and more radiant skin.



Powered by advanced cellular light-shielding technology, the **Anti-Photoaging Mist** delivers comprehensive protection and repair while preserving the skin's natural balance. Offering 100% defense against UV and blue light, it harnesses the strength of plant stem-cell antioxidants to combat photoaging from within—without relying on traditional chemical sunscreens. This breakthrough formulation helps maintain the skin's health, resilience and luminosity, providing effortless, weightless protection ideal for daily use.





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The **Adenium Obesum Cell Facial Mask** is an intensive rapid-repair treatment designed to soothe, restore and fortify photo-damaged skin. Powered by advanced nano-emulsion technology, it penetrates deeply within seconds and delivers visible improvements in firmness and radiance in just five minutes while reducing redness, irritation and dryness.

Crafted with bio-mimetic skin membrane fabric that absorbs three times more effectively than conventional masks, it is infused with Highland Gentian Root Extract, Ectoine and Ergothioneine to calm inflammation, replenish moisture and rebuild the skin's light-defense barrier for a healthier, more resilient complexion.

Madam Hao Dongting (郝东亭), Executive Chairperson of the Company, commented, "Our transformation journey is progressively yielding results. The successful launch of the Bluecode Biotech B-III skincare series in both the Singapore and China markets is expected to represent a significant milestone in our ongoing transformation, symbolising both progress and promise. This launch represents the Group's first step toward delivering innovative health and wellness solutions to consumers and reflects the management team's unwavering determination and capability to create sustainable value for shareholders of the Company.

The biotechnology industry offers vast and promising growth opportunities. The Group's strategic entry into this sector is intended to enable the Group to access its immense potential, diversify its revenue streams and strengthen its long-term growth prospects. The Group remains steadfast in its commitment to maximising shareholder value and aims to establish itself as a leading player in biotechnology through breakthrough advancements in cellular rejuvenation."

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About SDAI Limited

Listed on the Catalist Board of the Singapore Exchange since July 2011, SDAI Limited ("**SDAI**", and together with its subsidiaries, the "**Group**") is undergoing a strategic transformation into a biotechnology company specialising in healthcare-related products and services.

As the first step in this biotechnology-driven transformation, the Group has launched the Bluecode Biotech B-III skincare series, an advanced line of plant stem cell skincare products.

The Group plans to integrate biotechnology across the medical, skincare, and health products industries and is committed to become a leading force in the biotechnology space.

For more information, please visit www.sdai.com.sg

**Issued for and on behalf of SDAI Limited
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