



NEWS RELEASE

BrilliA Establishes Cooperation Framework with Top French Luxury Brand and Lands European Introduction for In-House DIANA Brand

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SINGAPORE, Feb. 14, 2025 (GLOBE NEWSWIRE) -- BrilliA Inc ("BRIA" or "the Company"), a one-stop service cross-border solution provider for ladies' intimate apparel brands, announced that it has established a cooperation framework with the iconic French luxury lingerie brand Maison Lejaby, with an anticipated supply value of up to €10 million based on projected needs. Under this arrangement, BrilliA Inc., through its subsidiary Bra Pro Limited, will supply intimate apparel products—including bras, panties, bodysuits, sleepwear, and swimwear—aligned with Maison Lejaby's evolving requirements.

Maison Lejaby, currently sold in France, Spain, Italy, the UK, Israel, and Russia, has announced plans to expand into additional global markets within the next three years.

In addition, BrilliA Inc. has also secured an opportunity to introduce its own premium luxury DIANA brand in Europe no later than 2027. According to the Company, this introduction is expected to "generate incremental profit margin, further strengthen BrilliA's market position, and contribute to its mission of empowering women through exceptional lingerie."

Both opportunities were secured during the Company's participation in the annual Salon International De La Lingerie and Interfilère Paris trade show, held in Paris from January 18–20, 2025.

"We are excited about these opportunities. These opportunities should not only increase our revenue flow and profitability but also allow us to diversify our offerings for a new class of customers. The Company's

collaboration with Maison Lejaby will further reinforce the Company's reputation as a top solutions provider for leading global brands, ultimately delivering substantial value to shareholders," said Company CEO Kendrew Hartanto.

CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

Certain statements in this press release are "forward-looking statements" as defined under the federal securities laws, including, but not limited to, the Company's expectations regarding the completion, timing and size of the proposed Offering and statements regarding the use of proceeds from the sale of the Company's shares in the Offering. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of operations, business strategy and financial needs, including the expectation that the Offering will be successfully completed. Investors can find many (but not all) of these statements by the use of words such as "believe", "plan", "expect", "intend", "should", "seek", "estimate", "will", "aim" and "anticipate", or other similar expressions in this press release. The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company's registration statement and other filings with the SEC.

About Brillia Inc

Brillia is a one-stop service cross-border solution provider for ladies' intimate apparel brands, managing sales and customer relationships with major clients like Fruit of the Loom, Hanes Brands Inc and H&M, with the expertise in handling sourcing, design, prototyping, supply chain to logistic management as well as quality control of products manufactured by independent third party manufacturing facilities for their customers worldwide.

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