



NEWS RELEASE

BrilliA Incorporated Announces Jockey® Trademark License Agreement for Indonesia

2026-06-03

BrilliA to develop and expand Jockey® branded underwear and apparel across Indonesia through wholesale, retail, and e-commerce channels

SINGAPORE--(BUSINESS WIRE)-- BrilliA Incorporated (NYSE American: BRIA) ("BrilliA" or the "Company") today announced that its Indonesia operating company, PT. Mirae Asia Pasifik, has entered into a 5-year Trademark License Agreement with Jockey International, Inc. ("Jockey") to source, design, manufacture, market, promote, and sell Jockey® branded products in Indonesia.

The agreement grants BrilliA the exclusive license to offer a broad portfolio of Jockey® products in Indonesia for both men and women, including underwear, bras, shapewear, socks, activewear, loungewear, and sleepwear. In the coming months, BrilliA plans to establish a multi-channel distribution framework in Indonesia, encompassing wholesale partnerships, licensee-owned retail stores, and licensee-owned e-commerce platforms, alongside approved social commerce channels.

"Jockey is one of the most globally recognized brands in intimate and everyday apparel, and we are proud to support its reintroduction to consumers in Indonesia," said Kendrew Hartanto, Chief Executive Officer of BrilliA Incorporated. "As Jockey celebrates its 150th anniversary this year, we see a significant opportunity to expand the brand in one of the region's largest and most dynamic markets, and we look forward to bringing a compelling product assortment to Indonesian consumers and honoring its legacy through a disciplined, brand-building approach across key channels."

"As Jockey continues to expand internationally, the focus remains on building the brand with the right partners in

the right markets,” said Chris Smith, Executive Vice President, International and Chief Customer Officer, Jockey International, Inc. “This agreement reflects a disciplined approach to growth, and PT. Mirae Asia Pasifik brings the local expertise and operational capabilities needed to establish a strong foundation in Indonesia while upholding the quality, innovation, and everyday comfort that define Jockey.”

With more than 280 million people, Indonesia represents a large and growing apparel market estimated at approximately \$22-23 billion annually, including \$10.7 billion in women’s apparel, according to the most recent figures available for 2024 from Statista.

The financial terms of the agreement were not disclosed.

About Jockey International, Inc.

Founded in 1876 by Rev. Samuel T. Cooper, Jockey The Original American Underwear Brand® has delivered feel-good comfort for 150 years. This third-generation, family-owned company operates from Kenosha, Wisconsin, as it has since 1892, and draws on a heritage of quality, innovation, and craftsmanship. Jockey creates elevated essentials with enduring style while committing to making a positive impact on generations of families and communities around the world.

Jockey® products reach customers in more than 120 countries through retail stores, e-commerce, and a global distribution network. Through the Jockey Being Family Foundation and One Mighty Fortress Foundation, Jockey faithfully supports kids, families, and communities, including military personnel, first responders, and foster and adoptive families. Discover comfort and care at [Jockey.com](https://www.jockey.com).

About Brillia Incorporated

Brillia Incorporated is a Singapore-based comprehensive one-stop service and solution provider for over 30 ladies' intimate apparel brands worldwide, managing sourcing, design, prototyping, supply chain, logistics, and quality control. The Company works with major international companies, including Fruit of the Loom, HanesBrands Inc., and H&M. Find out more at [brilliaincorporated.com](https://www.brilliaincorporated.com).

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of U.S. federal securities laws. These statements include, but are not limited to, statements regarding Brillia’s business strategy, market opportunities, future performance, and operational outlook. These forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from those expressed or implied, including, but not

limited to, global economic conditions, supply chain disruptions, customer demand, pricing pressures, and other factors described in the Company's filings with the U.S. Securities and Exchange Commission (SEC).

BrilliA undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date of this press release, except as required by applicable law. BrilliA does not guarantee future results and undertakes no obligation to update these statements, except as required by law. Investors are encouraged to review BrilliA's filings with the SEC for additional risk factors.

Investor Contact

FNK IR

Matt Chesler, CFA

(+1) 646 809 2189

bria@fnkir.com

Source: BrilliA Incorporated