



NEWS RELEASE

BrilliA Incorporated Sponsors Celebrity Pickleball Tournament in Vietnam to Expand its Diana Brand Presence

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Sponsorship highlights Diana brand as pickleball participation accelerates across Southeast Asia

SINGAPORE--(BUSINESS WIRE)-- BrilliA Incorporated (NYSE American: BRIA) ("BrilliA" or the "Company") today announced its sponsorship of a celebrity pickleball tournament hosted at the famous Ho Tram resort in Vietnam, showcasing its Diana footwear and apparel brand while expanding its presence in one of Southeast Asia's fastest-growing sports market. The Mr & Miss Pickleball Vietnam 2026 tournament, held July 9-10, brought together competitive and recreational players from across the region and provided BrilliA with an opportunity to engage directly with Vietnam's rapidly growing pickleball community.

Pickleball continues to experience rapid growth throughout Asia, with Vietnam, Malaysia, and Singapore emerging as leading markets. Rising participation, increasing investment in dedicated courts, expanding tournament calendars and growing consumer interest have created attractive opportunities for brands focused on pickleball apparel, footwear and accessories.

"Vietnam represents one of the most exciting pickleball markets in Southeast Asia, and we believe the sport is still in its early stages of long-term growth," said Kendrew Hartanto, CEO of BrilliA. "Our sponsorship of this tournament reflects our strategy of building the Diana brand through direct engagement with players and the broader pickleball community. We see significant opportunities to expand our presence alongside the continued growth of the sport throughout the region."

The Mr & Miss Pickleball Vietnam 2026 tournament featured players from across Vietnam and neighbouring markets and included product displays and on-site brand activations highlighting Diana's footwear and apparel collection. The sponsorship reflects BrilliA's broader strategy of increasing brand awareness through participating in leading pickleball events across Southeast Asia.

About the Diana Brand

Diana has a product line dedicated to players who demand mobility, comfort, and style on the court. Built to support quick lateral movement, pivots, and sprints, Diana products combine lightweight, flexible construction with court-ready durability, allowing players to move freely without sacrificing fashion. The line is designed to appeal to the growing demographic of pickleball players seeking gear that performs as well as it looks, both on and off the court.

Pickleball Market Opportunity

Pickleball continues to gain momentum worldwide, with industry research estimating the global market for pickleball equipment, apparel and accessories at approximately \$2 billion to \$3 billion in 2025. Asia-Pacific is widely viewed as the fastest-growing region, with Vietnam, Malaysia and Singapore among the markets experiencing particularly strong growth in participation and court development.

Based on publicly available industry research and Company estimates, BrilliA believes the market for pickleball apparel, footwear and accessories across these three countries represents a meaningful long-term growth opportunity for the Diana brand as participation and consumer spending continue to increase.

Market information referenced above is based on third-party industry research and Company estimates and is provided for illustrative purposes only.

About BrilliA Incorporated

BrilliA Incorporated (NYSE American: BRIA) 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. Through its Diana brand, BrilliA also designs and markets footwear and apparel for active lifestyles, including the rapidly growing sport of pickleball. Find out more at 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, consumer 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. Investors are encouraged to review BrilliA's filings with the SEC for additional risk factors.

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