

AMTD owned Global Art Media - The Art Newspaper Officially Registered in Hong Kong with the Government and Launches Its Inaugural Hong Kong Edition

PARIS & NEW YORK & LONDON -- AMTD Group Inc. (“AMTD Group”), AMTD IDEA Group (NYSE: AMTD; SGX: HKB), AMTD Digital Inc. (NYSE: HKD) and The Generation Essentials Group (“TGE”, NYSE: TGE; LSE: TGE), a subsidiary of AMTD Digital Inc., jointly announce that The Office for Film, Newspaper and Article Administration of the Government of the Hong Kong Special Administrative Region has officially approved the registration of “The Art Newspaper” in Hong Kong. This approval marks a major milestone in The Art Newspaper’s ongoing effort to build a strong, clear framework for its global intellectual property protection.

The following is a list of Hong Kong trademark registrations for The Art Newspaper–related marks held by AMTD Group Inc. and The Art Newspaper:

- THE ART NEWSPAPER in Classes 25, 43 & 45 (TM Reg. No. 306473593AB)

-  in Classes 9, 16, 25, 35, 38, 41, 42, 43 & 45 (TM Reg. No. 306473584)
-  THE ART NEWSPAPER in Classes 9, 16, 35, 38, 41 (TM Reg. No. 306229701)
-   藝術新聞 艺术新闻 in Classes 9, 16, 25, 35, 38, 41, 42, 43 & 45 (TM Reg. No. 306871393)
-  A. THE ART NEWSPAPER CHINA
 B. THE ART NEWSPAPER CHINA in Classes 16 and 41 (TM Reg. No. 302405051)

Following the 100% acquisition of The Art Newspaper by AMTD in 2023, the previous License Agreement with Modern Media Company Limited (現代傳播集團) for China, including HK SAR expired on 1 October 2023.

Since October 2023, there has not been a monthly edition of The Art Newspaper issued and distributed in China, HKSAR, or other places in Asia until AMTD’s acquisition and the Official Government approval of the launch of The Art Newspaper in Hong Kong. The Art Journal,

published by Modern Media Company Limited, is an independent publication that is neither affiliated with nor a part of The Art Newspaper.

As part of the announcement of the official launch of The Art Newspaper's HKSAR edition, AMTD is also pleased to announce the upcoming launch of The Art Newspaper China in October this year. Both the China and the HKSAR editions will be produced and published by AMTD under a direct owner-model, without any franchisee involvement.

Following this registration with the HKSAR Government, The Art Newspaper has successfully launched its inaugural Hong Kong edition (March and April combined months, 2026) during the Art Basel Hong Kong 2026 week, marking a significant step in expanding this authoritative art bible's presence and editorial coverage in Asia.

The Art Newspaper is the designated art publication for many of the world's leading art exhibitions and fairs. The Art Newspaper has been the global media partner of Art Basel for 22 years and has produced the daily newspaper for Art Basel fairs, including Art Basel Hong Kong, underscoring its authoritative role in international art coverage.

About AMTD Group

AMTD Group is a conglomerate with a core business portfolio spanning across media and entertainment, education and training, and premium assets and hospitality sectors.

About AMTD IDEA Group

AMTD IDEA Group (NYSE: AMTD; SGX: HKB) represents a diversified institution and digital solutions group connecting companies and investors with global markets. Its comprehensive one-stop business services plus digital solutions platform addresses different clients' diverse and interconnected business needs and digital requirements across all phases of their life cycles. AMTD IDEA Group is uniquely positioned as an active super connector between clients, business partners, investee companies, and investors, connecting the East and the West. For more information, please visit www.amtdinc.com or follow us on X (formerly known as "Twitter") at @AMTDGroup.

About AMTD Digital Inc.

AMTD Digital Inc. (NYSE: HKD) is a comprehensive digital solutions platform headquartered in France. Its one-stop digital solutions platform operates key business lines including digital media, content and marketing services, investments as well as hospitality and VIP services. For AMTD Digital's announcements, please visit <https://ir.amtdigital.net/investor-news>.

About The Generation Essentials Group

The Generation Essentials Group (NYSE: TGE; LSE: TGE), jointly established by AMTD Group, AMTD IDEA Group (NYSE: AMTD; SGX: HKB) and AMTD Digital Inc. (NYSE: HKD), is headquartered in France and focuses on global strategies and developments in multi-media, entertainment, and cultural affairs worldwide as well as hospitality and VIP services. TGE comprises L'Officiel, The Art Newspaper, movie and entertainment projects. Collectively, TGE is a diversified portfolio of media and entertainment businesses, and a global portfolio of premium properties. Also, TGE is a special purpose acquisition company (SPAC) sponsor manager, with its first SPAC successfully raised and priced on December 18, 2025.

Safe Harbor Statement

This press release contains statements that may constitute “forward-looking” statements pursuant to the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “aims,” “future,” “intends,” “plans,” “believes,” “estimates,” “likely to,” and similar statements. Statements that are not historical facts, including statements about the beliefs, plans, and expectations of AMTD IDEA Group, AMTD Digital and/or The Generation Essentials Group, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. Further information regarding these and other risks is included in the filings of AMTD IDEA Group, AMTD Digital and The Generation Essentials Group with the SEC. All information provided in this press release is as of the date of this press release, and none of AMTD IDEA Group, AMTD Digital and The Generation Essentials Group undertakes any obligation to update any forward-looking statement, except as required under applicable law.

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