

SETO HOLDINGS, INC.
6231 Columbia Park Road, Hyattsville, Maryland 20785
202-251-1873
www.ShinjuWhisky.com

(OTC Pink: SETO)

SUPPLEMENTAL INFORMATION — JUNE 25, 2025

New Business Plan

With the completion of the acquisition transaction described below, SETO Holdings, Inc., a Nevada corporation (the “*Company*”), is now engaged in the spirits industry and owns several distinctive brands in rapidly growing spirits.

Acquisition Transaction

Effective June 20, 2025, the Company entered into an Agreement and Plan of Reorganization (the “*Intergen Agreement*”) with Intergen I Limited Partnership (“*Intergen*”), a Wyoming limited partnership owned by the Company’s current officers and directors, Janon Costley and Ryan Dolder.

Pursuant to the Intergen Agreement, the Company acquired:

- Shinju: 60% ownership of Shinju Spirits, Inc., the owner of “Shinju,” a Japanese Whisky brand with distribution in the United States, positioned in one of the fastest-growing spirits categories with minimal competition.
- Copa Imperial: A premium, high-end Tequila aimed at capitalizing on the superior growth of Tequila, as well as Global Drinks Intel’s projection that super premium Tequila will account for 55% of Tequila’s global value by 2026.
- Eight Vodka: A high-end Vodka fitting into the latest surge in popularity for premium Vodka. While many lower-end Vodkas have seen a slowdown, premium Vodka is seeing a revival, with IWSR projecting a 3% CAGR through 2027.
- Mazeray Brands: Mazeray (Champagne), Cote’ Or (Sparkling Wine) and Comte de Mazeray (Cognac). All Mazeray brands are super-premium products, featuring gold flakes and produced at a boutique chateau in France. The Company believes these brands can capitalize on the growth of super-premium champagne and cognac.

The Company issued 75,000 shares of its Series B Voting Preferred Stock, in payment of the foregoing assets.

Company Brands

Shinju Whisky. Born from a series of chance encounters and a bold vision to disrupt the premium spirits industry, Shinju-meaning “pearl” in Japanese-has quickly become a recognized name in the world of Japanese whisky. Produced in Yamanashi Prefecture, on the southeastern slopes of the majestic Mt. Fuji, Shinju utilizes pristine alpine water to form the backbone of its exceptionally smooth and refined expressions.

Since its inception in 2019, Shinju’s flagship White Pearl expression has earned multiple accolades, including a Double Gold and perfect score at the Santé International Spirit Competition, as well as recognition by Liquor.com as the “Best Japanese Whisky for Cocktails.” Crafted with approachability in mind, Shinju delivers super-premium quality at a competitive price point-with a suggested retail of \$49.99-making it an ideal entry point for both connoisseurs and newcomers to the category.



This strategic positioning has enabled the brand to attract a broader and more diverse consumer base-including first-time Japanese whisky drinkers-while also appealing to on-premise accounts looking for a high-quality, mixable Japanese whisky for premium cocktails programs. Shinju is distributed through a growing national and international network and is increasingly recognized as an approachable gateway into the Japanese whisky category.

The brand has expanded its footprint into more than 15 U.S. markets and multiple international territories, securing placements with major retailers, including Total Wine & More, BevMax, independent Costco locations, and top e-commerce platforms such as www.ReserveBar.com and the brand’s own site, www.shinjuwhisky.com.

The brand is building a scalable global brand platform anchored in accessibility, cultural storytelling, and modern luxury. With the global Japanese whisky market projected to grow at a CAGR of 9.4% over the next five years, Shinju is well-positioned to capture significant market share across both on- and off-premise channels through a combination of smart pricing, inclusive branding, and high-quality production, rooted in Japanese tradition.

Its mission is to honor the traditions of Japanese whisky while redefining who creates it, who consumes it, and how it’s enjoyed-transforming Japanese whisky into an everyday luxury for a diverse, aspirational global audience.

Copa Imperial. The Company plans to launch its signature tequila brand, Copa Imperial (“Copa”), towards the end of 2025. Copa is an extra añejo tequila that has been aged in multiple lots across many years. The Company believes that the time and expense that has been invested in developing Copa has contributed to it having a taste and quality that is superior to many other tequila’s available on the market.

The Company has over 12,000 litres of Copa tequila currently in storage. In order for tequila to be considered “extra añejo,” it is required to be aged for a minimum of 3 years. The extra añejo Copa tequila will be a premium product as it has been aged for much longer than this, which will be key to its marketing. Upon launching the Copa brand, the Company intends to only make a limited number of bottles, in special lots, available in 2025. Depending on the specialty of the lot, the Company intends to sell bottles at prices of \$500 and above. The Company intends for the special lots to be packaged and distributed in distinctive bottles, in order to highlight the tequila’s quality, and sold direct to individual consumers or to high-end restaurants, bars and hotels. For comparison, Clase Azul’s aged tequila, one which the Company believes to be similar in quality to Copa extra añejo, is currently being sold for approximately \$3,200 per bottle, demonstrating that consumers are willing to pay higher prices for alcohol products of high quality

Tequila is one of the fastest growing spirits in the world, yet still only makes up 3% of sales in the world liquor market. The Company believes the growth in the tequila market will continue in the long-term and intends to capitalize on that growth with its Copa tequilas.

Eight Vodka. Eight Vodka is a high-end vodka brand acquired recently, fitting into the latest surge in popularity for premium vodka. While many lower-end vodkas have seen a slowdown in sales, premium vodka is seeing a revival, with IWSR projecting a 3% CAGR through 2027. The Company plans to launch Eight Vodka in early 2026.

Mazeray Champagne, Cote’ Or Sparkling Wine and Comte de Mazeray Cognac. The Company also owns three brands that each have French ties: Mazeray Champagne, Cote’ Or Sparkling Wine and Comte de Mazeray Cognac.

Both Mazeray Champagne and Cote’ Or are intended to be made with 24kt gold flakes, in order to give them a degree of distinctiveness and a high-end differentiation. The champagne and sparkling wine categories continue to rise in popularity in the alcoholic beverage industry, with 15 consecutive years of growth, which fits the Company’s business model of targeting high-growth and high-potential sub-markets of the alcohol industry. Champagne and sparkling wine are among the fastest-growing categories in the spirits sector, which have grown by 56% over the last decade. The Company expects to launch Mazeray and Cote’ Or towards the end of 2025 or early 2026.

Comte de Mazeray is a premium, 30-year-old cognac. After a number of years during which cognac’s popularity was down, it is now making a comeback in popularity. Asia, including specifically China, is predicted to be the fastest growing territory for Cognac sales and is predicted to grow by a regional Compound Annual Growth Rate of 4% to 2027.

Funding

The Company requires at least \$250,000 in funding, in order to expand its Shinju Japanese Whisky sales and marketing efforts and to position its other brands for market introduction. There is no assurance that it will be able to obtain such funding.

Certification:

Dated: June 25, 2025

/s/ Janon Costley

Janon Costley

Chief Executive Officer