

Reborn Coffee establishes Reborn Logistics to strengthen supply chain infrastructure

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Reborn Coffee Inc., a leader in the speciality coffee market, announced the establishment of Reborn Logistics, a wholly owned subsidiary dedicated to supporting the Company's expanding domestic and international operations.

Reborn Logistics has been formed to facilitate the supply chain and logistics infrastructure required for both current stores and upcoming locations, ensuring greater efficiency and scalability as Reborn Coffee accelerates its growth strategy worldwide.

Lim Jae Jung, a seasoned professional with over 20 years of expertise in the logistics industry, will be leading the subsidiary. Lim has managed large-scale operations and supply chains across multiple sectors, bringing a proven track record and deep knowledge of distribution networks that will provide the foundation for Reborn Logistics's long-term success.

As part of its initial operations, Reborn Logistics has secured partnerships with leading Korean companies, including Nexen Tire and Han press, with an estimated combined monthly volume of over 1,550 units and an annual logistics revenue potential of approximately \$20 million. These contracts mark a significant milestone in establishing the subsidiary as a strong player in the logistics field from inception.

"Reborn Logistics represents an important step in strengthening the backbone of our growth," said Jay Kim, CEO of Reborn Coffee. "With Lim's leadership and the early success of securing high-volume contracts, we are confident this subsidiary will enhance operational efficiency, reduce costs, and open new revenue opportunities as Reborn Coffee continues to expand globally."