

# BPH GLOBAL LTD

ACN 009 104 330

Level 5, 126 Phillip Street, Sydney NSW 2000, Australia

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Company Announcements Platform  
Australian Securities Exchange

## Appointment of Michael Huang as a Non-Executive Director

The Board of BPH Global Ltd (ASX: BP8) (**Company**), is pleased to advise the appointment of Michael (Yanhua) Huang to the Board of Directors of the Company as a Non-Executive Director.

Michael's return to the Board of BP8, marks a further consolidation of the Company's strategy to reinvigorate and further develop its bird's nest and dendrobium-infused bird's nest sales business in China (**Bird's Nest Business**).

BP8 noted on its reinstatement to the Official List of the ASX in March this year (**Reinstatement**) that the then recent re-opening of the Chinese economy would provide opportunities for the Company to reactivate and to further develop its Bird's Nest Business. Since Reinstatement, BP8 has continued to activate sales and marketing channels for its Bird's Nest Bbusiness. At the same time, BP8 has also been working on developing its bird's nest supply network in Malaysia.

Michael Huang took the lead role on behalf of BP8 in conducting the pilot program in January and February this year. The pilot program trialled supply and distribution channels for the sale of bird's nest products via China Tobacco's outlets in Guangzhou and via social media influencers on Douyin, the China version of TikTok. Michael Huang brings his extensive experience and personal network in sales and marketing to the Board. We welcome Michael's contribution and assistance in growing the Company's supply network and its distribution channels for the sale of bird's nest products.

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Authorised for lodgement by the Board of the Company

For further information, please contact:

Mr Matthew Leonard  
BPH Global Ltd Executive Director  
E: [matthew@goldenventurecapital.com](mailto:matthew@goldenventurecapital.com)