EINPRESSWIRE

YY Group Signs Agreement with Global Tea Drinks Giant Chagee

Manpower Solutions Contract Expands YY Circle SG's Strategic Food & Beverage Sector Presence

SINGAPORE, SINGAPORE, October 29, 2025 /EINPresswire.com/ -- YY Group Holding Limited (NASDAQ: YYGH) ("YY Group" or the "Company"), a global leader in on-demand workforce solutions and integrated facilities management (IFM), and its subsidiary, YY Circle SG, today announced a strategic partnership with Chagee, a leading global premium tea drinks brand. Through its flagship YY Circle platform, YY Group will provide on-demand staffing for Chagee's six teahouses in Singapore, advancing YY Group's global growth strategy while elevating Chagee's operational excellence nationwide.

YY Group Holding Limited Partners with CHAGEE

This partnership builds on the success of YY Circle SG's recent collaboration with iconic fast-food brand KFC, highlighting the Company's trusted technology, scalability, and operational value in the food and beverage sector. YY Circle's advanced scheduling and workforce management tools will connect Chagee with a pre-vetted pool of skilled casual workers, empowering the brand to seamlessly adjust staffing levels and optimize performance, reinforcing both parties' commitment to superior service through technology.

“YY Circle continues to revolutionize how businesses manage labor and operations,” said Mike Fu, Chief Executive Officer and Executive Director of YY Group Holding Limited. “This partnership with the internationally renowned Chagee brand not only strengthens our position in Singapore’s competitive food and beverage sector, it also serves as a potent driver for YY Group’s global growth. We view this as an important step in accelerating our strategy for scaling sustainably across verticals while enhancing stakeholder value.”

Will Yeo, Country Director of YY Circle SG, added, “We are excited to supply Chagee’s daily workforce needs and support their continued success in Singapore. By improving the brand’s operational resilience and agility, we’re confident YY Circle SG will strengthen its market leadership and unlock new expansion opportunities in the region.”

Chagee is a leading international premium tea drinks brand, serving freshly-made tea drinks to customers throughout Asia and the United States through a network of over 7,000 stores. Founded in China in 2017, Chagee has transformed traditional tea culture into a modern lifestyle experience, leveraging cutting-edge technology and innovative branding.

About YY Holdings Limited
YY Group Holding Limited (Nasdaq: YYGH) is a Singapore-headquartered, technology-enabled platform providing flexible, scalable workforce solutions and integrated facility management (IFM) services across Asia and beyond. The Group operates through two core verticals: on-demand staffing and IFM, delivering agile, reliable support to industries such as hospitality, logistics, retail, and healthcare.
Leveraging proprietary digital platforms and IoT-driven systems, YY Group enables clients to meet fluctuating labor demands and maintain high-performance environments. In addition to its core operations in Singapore and Malaysia, the Group maintains a growing presence in Asia, Europe, Africa, Oceania and the Middle East.
Listed on the Nasdaq Capital Market, YY Group is committed to service excellence, operational innovation, and long-term value creation for clients and shareholders.
For more information on the Company, please visit https://yygroupholding.com/.

Safe Harbor Statement
This press release contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. Statements that are not historical facts, including statements about the YY Group Holding Limited’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties, and a number of factors could cause actual results to differ materially from those contained in any forward-looking statement. These factors include, but are not limited to, (i) growth of the hospitality market in Hong Kong, (ii) capital and credit market volatility, (iii) local and global economic conditions, (iv) our anticipated growth strategies, (v) governmental approvals and regulations, and (vi) our future business development, results of operations and financial condition. In some cases, forward-looking statements can be identified

by words or phrases such as “may,” “will,” “expect,” “anticipate,” “target,” “aim,” “estimate,” “intend,” “plan,” “believe,” “potential,” “continue,” “is/are likely to” or other similar expressions. All information provided in this press release is as of the date of this press release, and YY Group Holding Limited undertakes no duty to update such information, except as required under applicable law.

Investor Contact
Jason Phua, Chief Financial Officer
YY Group
enquiries@yygroupholding.com

Mark Niu, Chief Strategy Officer,
YY Group
mark.niu@yygroupholding.com

Mike Fu
YY Group holding limited
+65 9113 4883
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/862475045

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2025 Newsmatics Inc. All Right Reserved.