Prenetics' IM8 Announces Three-Time GRAMMY-Winning DJ and Producer Diplo as IM8 Global Ambassador and Shareholder in Multi-Year Partnership

November 16, 2026

— Diplo is IM8's first Global Ambassador from music and takes a roster built in elite sport onto the world's biggest stages
— Diplo brings a social following of more than 12 million across Instagram, TikTok and YouTube, and more than 40 million monthly listeners on Spotify
— IM8 becomes Diplo's exclusive partner in the all-in-one nutrition and longevity categories and joins Diplo's Run Club, named one of Fast Company's Most Innovative Companies of 2026, across its North American season
— Joins an equity-aligned roster of David Beckham, Giannis Antetokounmpo, Aryna Sabalenka, Ollie Bearman, Jay Shetty, Lily Collins and Inter Miami CF

NEW YORK, Nov. 16, 2026 (GLOBE NEWSWIRE) -- Prenetics Global Limited (NASDAQ: PRE) ("Prenetics" or the "Company"), a leading consumer health company and parent of the AI-native direct-to-consumer wellness brand IM8, co-founded by Sir David Beckham, today announced a multi-year global partnership with three-time GRAMMY Award-winning artist, DJ and producer Diplo, founder of Diplo's Run Club. Diplo becomes a Global Ambassador of IM8 and a shareholder in Prenetics, demonstrating his long-term conviction in the brand and the Company, and IM8 will serve as his exclusive partner in the all-in-one nutrition and longevity categories. He is IM8's first ambassador from music, extending a roster rooted in elite sport into live music, global nightlife and the fast-growing world of social running.

The partnership started with IM8 Daily Ultimate Essentials, which Diplo took every day through a busy summer of global performances. What stuck was the simplicity: one daily serving in place of carrying and managing a collection of separate supplements across dozens of cities and time zones. It became a daily habit for balancing his high-performance lifestyle without a complex routine.

Diplo said: *"Life on tour is constant chaos — moving between different cities and time zones multiple times a week really takes a toll. IM8 is so simple and it's the one thing that's helped my immune system in a real way. I didn't get sick all summer and that's never happened before. Bringing it to our Diplo's Run Club events is a no-brainer, because that's what it's all about: showing up for yourself and taking care of your body even when it gets hard."*

Danny Yeung, Co-Founder and CEO of Prenetics and IM8, said: *"Diplo is on the road most of the year — new time zones every few days, late nights, constant pressure on the body — and IM8 became the one constant in his routine. Nobody scripted that; it came from him. He is our first ambassador from music, and that was deliberate. Diplo takes IM8 to the stage and the start line, in front of a generation that is redefining what fitness looks like. Diplo's Run Club is exactly where health is going: social, joyful, and built around showing up for yourself. And like every ambassador before him, Diplo is a shareholder, not a spokesperson. He owns a piece of what we are building."*

WHY THIS PARTNERSHIP MATTERS

Diplo is one of the most influential figures in global music. A three-time GRAMMY winner with 13 career nominations, he has shaped the sound of pop and dance music for two decades as a solo artist, as founder of the record label Mad Decent, and through projects including Major Lazer, Jack Ü, Silk City and LSD, producing and collaborating with artists including Beyoncé, Justin Bieber and Dua Lipa. In 2026 he broke into the top 100 most-streamed artists in the world on Spotify, where he draws more than 40 million monthly listeners, and he connects with more than 12 million followers across Instagram, TikTok and YouTube. This year he also returned to the main stage at Coachella with Major Lazer, performing for more than 80,000 fans.

That reach is young, global and live. Diplo's audience skews toward the next generation of health-conscious consumers, who increasingly treat wellness as part of their social lives rather than separate from them. It gives IM8 its most direct route yet into music, nightlife and fitness culture, and adds a new dimension to an ambassador family that already spans football, basketball, tennis, Formula 1, wellness media, and film and television. Music is the broadest cultural channel IM8 has entered to date.

DIPLO'S RUN CLUB

Diplo's Run Club is where that personal habit reaches the community. IM8 joined the series at its New York (October 24) and Los Angeles (November 8) stops and will be on site at the remaining North American stops of the 2026 season:

- San Diego: Saturday, November 21, 2026
- Phoenix: Saturday, January 23, 2027

Each event pairs a full-fledged 5K run with a mini music festival, including a DJ set from Diplo himself. More than half of participants in the series' second season were running their first 5K, and Fast Company named Diplo's Run Club one of its Most Innovative Companies of 2026. The series reflects a broader shift toward fitness as a social experience: Strava reported 3.5x growth in running clubs on its platform in 2025. The partnership builds on IM8's existing work with running communities, including its community challenges on Strava and activations with local run clubs.

THE PARTNERSHIP

Diplo will appear across IM8's global marketing, brand campaigns, content and product initiatives, and IM8 will be integrated into Diplo's Run Club events. IM8 will serve as Diplo's exclusive partner in the all-in-one nutrition and longevity categories. He joins a roster that includes co-founder Sir David Beckham, two-time NBA MVP Giannis Antetokounmpo, World No. 2 tennis player Aryna Sabalenka, Formula 1 driver Ollie Bearman, author and podcast host Jay Shetty, actress and producer Lily Collins, and Inter Miami CF, and, like every ambassador before him, he takes equity in Prenetics as part of the partnership.

DAILY ULTIMATE ESSENTIALS AND BUSINESS MOMENTUM

IM8 reached $120 million in annualized revenue run-rate[1] within 12 months of launch, one of the fastest trajectories ever recorded in the global supplement industry. In the second quarter of 2026, IM8 generated $45 million in revenue, up approximately 359% year over year and its sixth consecutive record quarter. In July 2026, IM8 recorded $20.9 million in monthly revenue, an annualized revenue run-rate of approximately $251 million just 20 months after launch. Prenetics has raised its full-year 2026 revenue guidance to $220 million to $230 million and initiated 2027 IM8 revenue guidance of $400 million or more, which assumes no revenue from upcoming product launches. IM8's product pipeline includes IM8 Hydration to launch in Q1 of 2027, and Care Bears by IM8 slated to launch in the 1H of 2027.

PRESS KIT

The Diplo partnership press kit, including photography, video assets and brand materials, can be found here: https://im8health.com/pages/press/

ABOUT DIPLO

Diplo, born Thomas Wesley Pentz, is a recording artist, record producer, DJ and entrepreneur. Over the course of a 20-year career, Diplo has collaborated with the world's biggest stars and toured the world over. He is a thirteen-time Grammy nominee and three-time winner, the founder of multiple record labels and publishing companies, creator of the iconic Major Lazer, LSD with Sia and Labrinth, Jack Ü with Skrillex, and Silk City with Mark Ronson and a global force under his own name. Beyond music, Diplo continues to innovate as an entrepreneur with Diplo's Run Club. Drawing in over 10,000 runners per event and ranking among the largest 5k footraces in the United States, Diplo's Run Club was recently honored by Fast Company as one of the most innovative companies in 2026. DRC has expanded again to nine cities for 2026 and 2027: Denver, Philadelphia, Chicago, San Francisco, New York, Los Angeles, San Diego, Phoenix and its first international event in Mexico City.

ABOUT PRENETICS

Prenetics Global Limited (Nasdaq: PRE) is a leading consumer health company on a mission to advance human health and longevity. Its flagship brand, IM8, co-founded with Sir David Beckham, is redefining premium daily nutrition through science-backed formulations — anchored by Daily Ultimate Essentials, a 90-ingredient daily nutrition system that is NSF Certified for Sport and clinically studied. IM8 is the fastest-growing premium supplement brand ever recorded, reaching approximately $251 million in annualized revenue run-rate within 20 months of launch, shipping to 46 countries, and delivering well over 200,000 servings daily. IM8's ambassador and equity-partner roster includes David Beckham, Giannis Antetokounmpo, Aryna Sabalenka, Ollie Bearman, Jay Shetty, Inter Miami CF and the NBA. Learn more at prenetics.com and im8health.com.

ABOUT IM8

IM8 is a premium health and longevity brand co-founded by Sir David Beckham and built with an elite team of scientists spanning medicine, academia and space science. Its flagship product, Daily Ultimate Essentials, delivers 90 ingredients in a single daily sachet – engineered to replace 16 different supplements in one drink – and is NSF Certified for Sport, non-GMO, vegan, free from common allergens and contains no artificial flavors, colors or sweeteners. Launched in December 2024, IM8 ships to 46 countries and has delivered more than 70 million servings. The brand is backed by a roster of global partners and ambassadors including Giannis Antetokounmpo, Aryna Sabalenka, Lily Collins, Jay Shetty, Ollie Bearman, Inter Miami CF and the NBA. IM8 is a wholly owned subsidiary of Prenetics Global Limited (Nasdaq: PRE), a leading global health sciences company dedicated to advancing consumer health. To learn more, visit www.IM8health.com.

CONTACTS

Investor Relations: ir@prenetics.com
Media: press@prenetics.com

FORWARD-LOOKING STATEMENTS

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 Prenetics Global Limited's (the "Company") goals, targets, projections, outlooks, beliefs, expectations, strategy, plans, objectives of management for future operations of the Company, and growth opportunities are forward-looking statements. Our guidance reflects management's current estimates and assumptions as of the date of this press release, is subject to significant risks and uncertainties, and is not a guarantee of future performance. Actual results may differ materially. 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," "guidance," "outlook," "forecast," or other similar expressions. Forward-looking statements are based upon estimates and forecasts and reflect the views, assumptions, expectations, and opinions of the Company, which involve inherent risks and uncertainties, and therefore they should not be relied upon as being necessarily indicative of future results. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to: the Company may not be able to maintain and enhance its IM8 business and brand if it suffers negative publicity or fails to maintain a strong base of engaged customers and content creators, or otherwise fails to meet customers' expectations; the Company's ability to further develop and grow its business, including new products and services; and the Company's ability to efficiently and effectively deploy financial and management resources towards maintaining and growing the business. In addition to the foregoing factors, you should also carefully consider the other risks and uncertainties described in the "Risk Factors" section of the Company's most recent registration statement and the prospectus therein, and the other documents filed by the Company from time to time with the U.S. Securities and Exchange Commission. Unless otherwise specified, all information provided in this press release is as of the date of this press release, and the Company does not undertake any duty to update such information, except as required under applicable law. Nothing in this press release constitutes an offer to sell, or the solicitation of an offer to buy, any securities of the Company.

---

[1] Annualized Revenue Run-Rate ("ARR") is an operating metric calculated by multiplying IM8 revenue recognized in the applicable month by twelve and includes revenue from both subscription and one-time purchases. ARR is not a financial measure under IFRS, and is not necessarily indicative of revenue for any future period. ARR reflects orders from both new and existing customers and incorporates the effect of cancellations and non-renewals occurring on or before the applicable month; however, it does not adjust for anticipated future cancellations, non-renewals or pauses. ARR annualizes a single month of revenue and assumes that the revenue recognized in that month is maintained for the following twelve months. As a result, ARR is sensitive to the timing of promotional activity, product launches and billing cycles. In particular, the full order value of quarterly

subscription plans is recognized upon shipment of the three-month supply, which increases revenue recognized in months when quarterly billings are concentrated. It may therefore differ significantly from actual future revenue.