On Wednesday, September 23, 2026 at 12:25PM ET

Boba Mint Holdings Ltd. Reports Strong Early Subscription Adoption Following Soft Launch of Amino Pro

TORONTO, ON / ACCESS Newswire / September 23, 2026 / Boba Mint Holdings Ltd. (CSE:TNJ)(OTC PINK:WERDF) ("Boba Mint" or the "Company") is pleased to report strong early subscription adoption following the soft launch of **Amino Pro**, the premium subscription offering within its AI-powered nutrition and health platform, Amino.

During the first 45 days following the soft launch, Amino had over 1,800 users subscribe to Amino Pro. Roughly 42% of these subscriptions came from the existing free user base, and 58% were new users to Amino with an average conversion rate of 4.5%"

Of those paid subscribers:

- **19.3%** selected a monthly subscription;
- **76.4%** selected an annual subscription; and
- **4.3%** subscribed to the Lifetime subscription

The Company views the initial positive results and soft-launch traction as an important early indication of Amino's ability to monetize its growing user base through recurring subscription products.

Importantly, these results were generated during a **soft launch period**, prior to a broader marketing and subscriber-acquisition campaign for Amino Pro.

"We built Amino with the goal of creating a product people use frequently and find genuinely valuable, and the next step was determining whether a meaningful portion of that audience would be willing to pay for an enhanced experience," said **Andrew Shore, Chief Executive Officer of Boba Mint Holdings Ltd.** "The early subscription results are encouraging because they demonstrate that users are converting to paid plans even before we have fully activated our marketing strategy around Amino Pro. Our focus now is continuing to improve the product, conversion and subscriber retention as we scale."

Amino Pro

Amino's free offering remains available to users, while Amino Pro provides an optional premium subscription for users seeking additional functionality and insights.

Amino Pro includes premium features such as:

- Unlimited meal logging;
- AI processing up to five times faster;
- A Personal AI Health Coach;
- Tracking of more than 30 advanced nutrition metrics (e.g., vitamins like A and B, minerals, detailed carbohydrates, etc.);
- Personalized AI insights, trends and analysis over time;
- Enhanced member benefits, including 2X Amino Points;
- Priority support; and
- Early access to selected new features.

Amino Pro is currently offered through $8.99-$10.99 USD monthly, $28.99-$43.99 USD annually, and $94.99-$118.99 USD lifetime subscription options (please note that prices are subject to change and vary by country and region).

The Company believes the introduction of a recurring subscription model represents an important evolution for Amino as it seeks to build multiple sustainable monetization channels around its user base and technology platform.

Management intends to continue monitoring subscriber growth, conversion, retention and engagement as Amino Pro moves beyond its initial soft launch phase.

Forward-Looking Information

Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

About Boba Mint Holdings Ltd.

Boba Mint Holdings Ltd. (CSE: TNJ) is a consumer artificial intelligence company focused on building intelligent applications that simplify everyday decision making. Through its flagship platform, Amino AI, the Company combines artificial intelligence, nutrition, and rewards to help people build healthier habits through an engaging and personalized experience. The Company continues to invest in AI-powered consumer technologies designed to improve health, wellness, and everyday decision making.

Forward-Looking Information

This news release contains forward-looking statements within the meaning of applicable securities laws, including statements regarding anticipated subscription adoption, recurring revenue generation, future product development, continued AI innovation, user growth, commercialization strategy, and the Company's future business plans. Forward-looking statements are based on management's current expectations and assumptions and are subject to known and unknown risks and uncertainties that may cause actual results to differ materially from those expressed or implied. Readers are cautioned not to place undue reliance on these forward-looking statements. The Company undertakes no obligation to update forward-looking statements except as required by applicable law.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

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SOURCE: Boba Mint Holdings Ltd.