



iPower and Borg Rise U.S. Enter Strategic Partnership to Expand Social Media Commerce

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RANCHO CUCAMONGA, Calif., June 10, 2025 (GLOBE NEWSWIRE) -- iPower Inc. (Nasdaq: IPW) ("iPower" or the "Company"), a tech and data-driven eCommerce service provider and online retailer, today announced a strategic partnership with **Borg Rise U.S.**, a dynamic and fast-growing player in digital content and social media commerce. This partnership marks a key milestone in iPower's strategy to expand its omnichannel presence through influencer-driven and content-based sales models across platforms like TikTok, Instagram, and YouTube.

Borg Rise U.S., with its strong network of content creators, livestreaming infrastructure, and experience in cross-border digital commerce, will collaborate with iPower to build and scale innovative social commerce campaigns. These campaigns will bridge content and conversion, enabling more direct, engaging, and high-converting consumer experiences.

"We're excited to team up with Borg Rise U.S. to unlock the potential of social-driven retail," said **Lawrence Tan**, CEO of iPower. "This collaboration strengthens our ability to connect brands with audiences where they spend their time and attention—on social media—by turning inspiration into seamless purchasing."

Under this partnership, iPower and Borg Rise U.S. will work together to:

- Co-develop influencer campaigns, live selling initiatives, and digital storefronts
- Expand iPower's SuperSuite service offerings into social commerce enablement
- Leverage content performance data to enhance targeting and personalization
- Onboard emerging brands and help them scale through creator ecosystems

This strategic alliance is expected to further iPower's mission to empower sellers and entrepreneurs with the tools, data, and distribution channels needed to thrive in today's evolving digital retail landscape.

About iPower Inc.

iPower Inc. is a tech and data-driven online retailer, as well as a provider of value-added eCommerce services for third-party products and brands. iPower's capabilities include a full spectrum of online channels, robust fulfillment capacity, a nationwide network of warehouses, competitive last-mile delivery partners, and a differentiated business intelligence platform. For more information, visit www.meetipower.com.

About Borg Rise U.S.

Borg Rise U.S. is a next-generation digital commerce company focused on livestreaming, influencer marketing, and cross-border social commerce. With strengths in content development, platform operations, and community-driven conversion, Borg Rise U.S. empowers brands to unlock growth through immersive digital experiences.

Forward-Looking Statements

All statements other than statements of historical fact in this press release are forward-looking statements. These forward-looking statements involve known and unknown risks and uncertainties and are based on current expectations and projections about future events and financial trends that iPower believes may affect its financial condition, results of operations, business strategy, and financial needs. Investors can identify these forward-looking statements by words or phrases such as "may," "will," "expect," "anticipate," "aim," "estimate," "intend," "plan," "believe," "potential," "continue," "is/are likely to" or other similar expressions. iPower undertakes no obligation to update forward-looking statements to reflect subsequent events or circumstances, or changes in its expectations, except as may be required by law. Although iPower believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and iPower cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results and performance in iPower's most recent Report on Form 10-K and in its other SEC filings.

Investor Relations Contact

IPW.IR@meetipower.com