



MONTIGO

Our Story





Drink Your Way
with **MONTIGO**

BRAND STORY

DRINK YOUR WAY

Launched in 2021, Montigo is a lifestyle brand on a mission to create thoughtfully designed drinkware that fuels your everyday moments while inspiring you to 'own your taste'.

Montigo grants modern consumers the added edge of style, aesthetic, and personality to their water bottles, reusable coffee cups, and more. So that their drinkware won't be just functional, but an expressive statement piece as well.

Whether it's your morning coffee, afternoon tea or evening refreshment, each sip should be a testament to who you are.

OUR VISION

To be the drinkware brand that shapes the world around us, celebrating individuality and creativity with a shared commitment to a healthier planet





OUR MISSION

To be the go-to brand for all hydration needs in the form of affordable reusable cups, tumblers, and bottles that are aesthetically pleasing but offer maximum functionality

OUR VALUES

PASSION FOR DESIGN

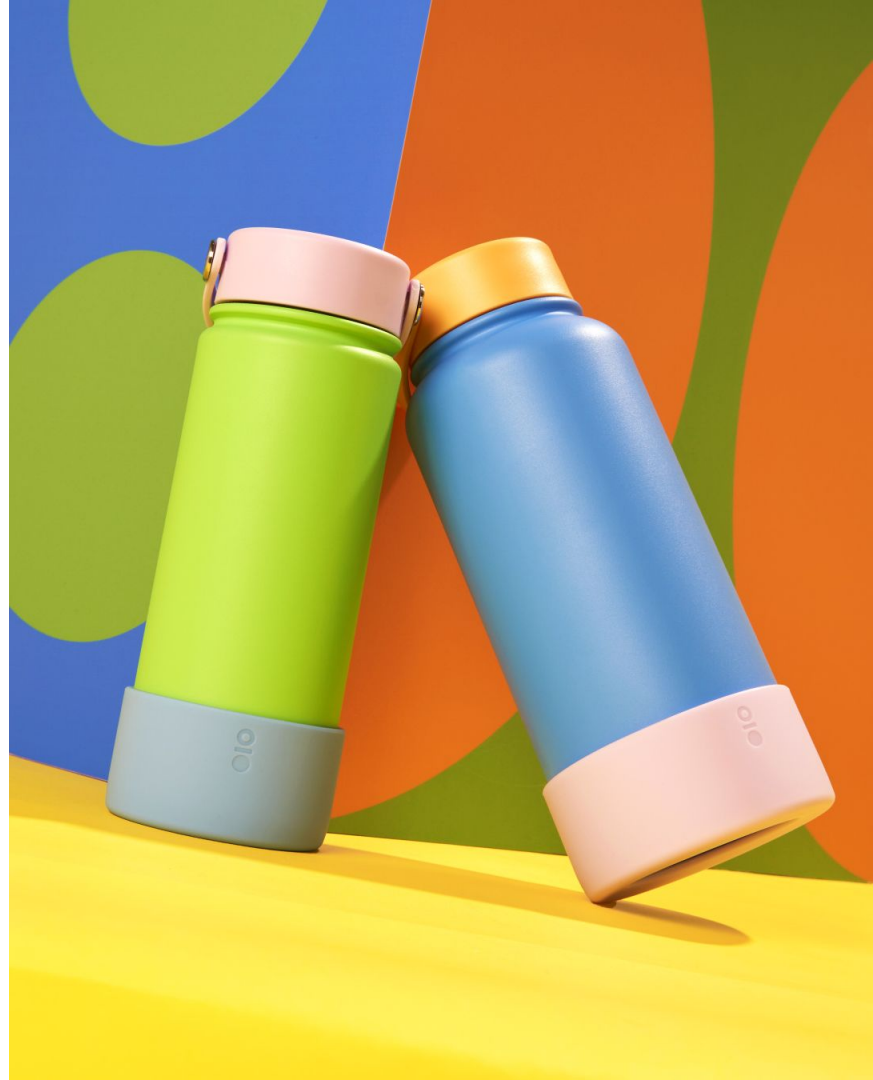
Placing consumers first with it comes to functionality and aesthetics

PERSONAL EXPRESSION

Providing vibrant diversity for personal tastes & preferences

SUPPORTING LIFESTYLES

Empowering coffee connoisseurs, fitness enthusiasts, gamers and beyond



Our Brand





The **LARGEST** drinkware brand in **MYSG**

Units Sold

~3M

Offline Stores

~40

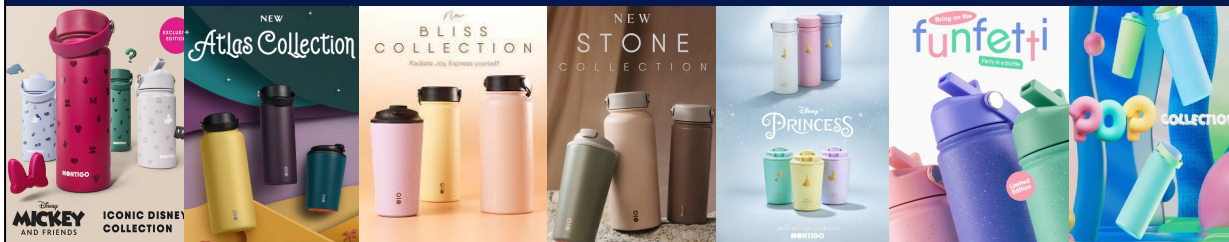
Distribution

200+

Customers

~600k

Launched 14 limited edition collections in 2024 (Own & IPs)



Jan - Aug



Sep - Dec

360 Marketing Campaigns



'Drink Your Way' offline activation at Bugis Junction



@Khairul Aming
19.2M+ followers

@Debbwie
1M+ followers

@Qiuwen1014
1.5M+ followers

Brand evolution of MONTIGO

Just a DTC brand



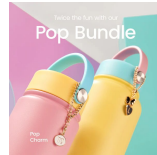
Launch of Montigo!



More colors



Launch of accessories



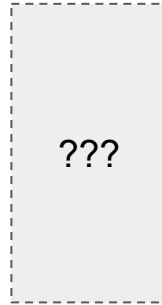
IPs



Text & icon engraving



More to come!!



2020

2021

2022

2023

2024

2025

MONTIGO's footprints

Online

Brand.com & livestreamers



Website



Livestream

E-commerce platforms



Shopee



Lazada



TikTok

Social media platforms



180k followers



53k followers



20k followers



2.5k followers

Offline

Brick & mortar stores



34 stores



6 stores

Retailer/ distributors



200+ locations

B2B

50+ co-branding partners



Coffee Boy Club



Dao



Gigi Coffee



Krispy Kreme

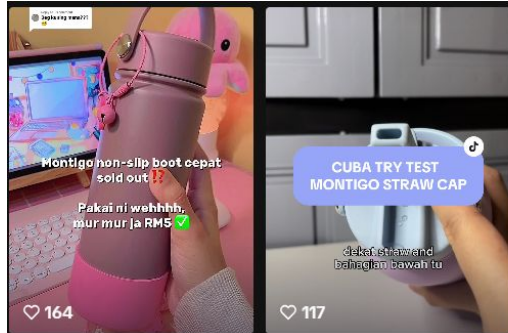


JBL

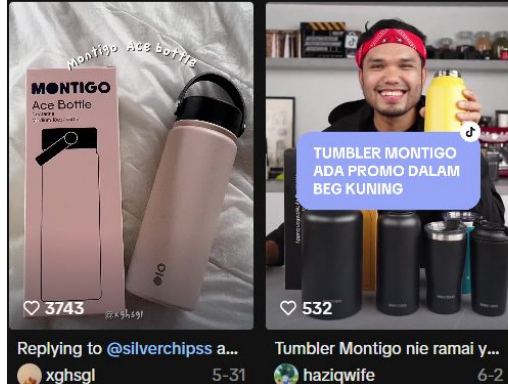
450+ corporate gifting clients



Creating a MONTIGO lifestyle through marketing initiatives



Replying to @* Pakai non-sli...
bykuntom 10-9
I rate montigo new straw ca...
fateentin 5-14



Replying to @silverchips a...
xghsgl 5-31
Tumbler Montigo nie ramai y...
haziqwife 6-2

Digital Takeover



Brand Partnerships



Campaigns



Offline Activations



PR & Events



Influencers



Displays

With over RM600k invested in 'Drink Your Way' Campaign



What Makes Us
MONTIGO



Montigo Factor #1: The **ONLY** fashion forward drinkware brand supporting personal expression via **customization & personalization**

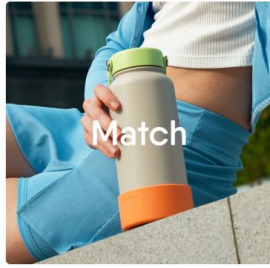


Choose

Choose from new monthly drops to match your **fashion** style



Match

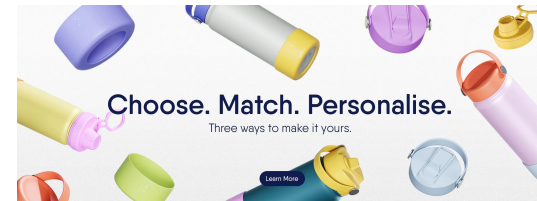


Customize your Montigo with accessories



Personalise

Make it yours with an engraving



Choose. Match. Personalise.

Three ways to make it yours.

[Learn More](#)

Montigo Factor #2: Collaboration with world renown IPs (Disney & Pixar)



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MONTIGO | **Disney PRINCESS**
(2024)



MONTIGO | **TOY STORY**
(2024)



MONTIGO | **minions**
(2024)

Montigo Factor #3: World class experiential store with strong retail playbook



Montigo Factor #3: World class experiential store with strong retail playbook

Experiential Flagship

Lifestyle, premium, limited



Pavilion Bukit Jalil, MY

Limited Experience Kiosk

Dynamic, engagement, focused



The Exchange TRX, MY

Mass Market Kiosk

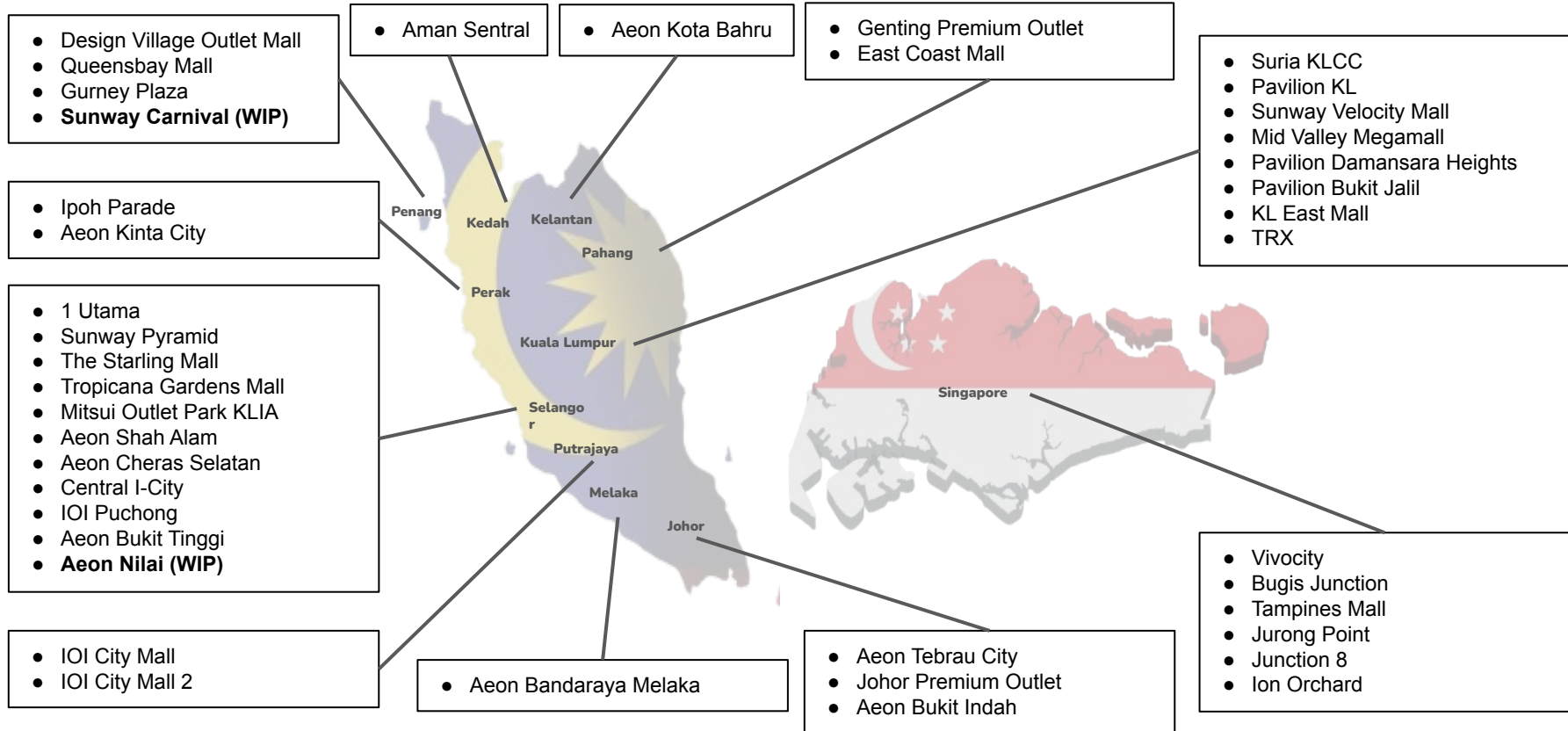
Sales, evergreen, mass



Aeon Shah Alam, MY

2 year journey of blitzscaling to 40+ stores in 2024!

With 20+ in pipeline for 2025



Our Retail Presence (Experiential Flagships)



Pavilion Bukit Jalil, MY



Sunway Pyramid, MY



ION Orchard, SG



KLCC, MY



Vivocity, SG

Our Retail Presence (Limited Experience Kiosk)



TRX, MY



IOI City Mall 2, MY



Pavilion KL, MY



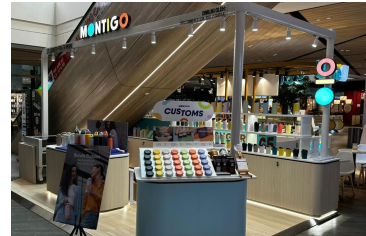
IOI City, MY



Starling, MY



Tropicana Gardens, MY



IOI Puchong, MY



Sunway Velocity, MY



Aman Central, MY



One Utama, MY



Midvalley, MY



Pavilion Damansara Heights, MY

Our Retail Presence (Limited Experience Kiosk)



Jurong Point, MY



Bugis Junction, SG

Our Retail Presence (Mass Market Kiosk)



Aeon Melaka, MY



Aeon Kota Bahru, MY



Johor Premium Outlet, MY



Design Village Outlet, MY



Aeon Tebrau, MY



Aeon Kinta City, MY



Genting Premium Outlet, MY



Aeon Bukit Indah, MY



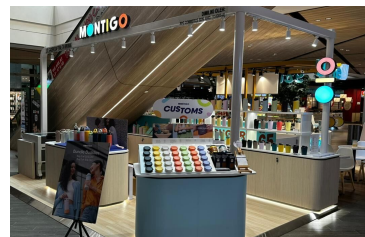
Mitsui, MY



Aeon Bukit Tinggi, MY



Aeon Shah Alam, MY



Aeon Cheras Selatan, MY

Our Retail Presence (Mass Market Kiosk)



Gurney Plaza, MY



East Coast Mall, MY



Ipoh Parade, MY



Queensbay Mall, MY



KLEM, MY



Junction 8, MY



Tampines Mall, MY



Central iCity, MY

Our Products.



Product Features



Leakproof design

Prevents fluids from seeping out.



Temperature retention

Keeps beverages hot or cold for longer.



Double-wall construction

Heatproof and condensation-free surface.



Easy to clean

Prevent mold buildup with effortless cleaning.



Ace Bottles (4 sizes)



Mini (14oz / 410ml)
RSP RM74.90
RSP SGD38.90



Medium (18oz / 530ml)
RSP RM84.90
RSP SGD48.90



Mega (32oz / 950ml)
RSP RM104.90
RSP SGD58.90



Massive (64oz / 1890ml)
RSP RM174.90
RSP SGD88.90

**Colors and stock subjected to availability.*

Knight Tumbler & Sense Cups (3 sizes)



20oz / 590ml
RSP RM84.90
RSP SGD48.90



Regular (12oz / 340ml)
RSP RM74.90
RSP SGD34.90



Large (16oz / 470ml)
RSP RM84.90
RSP SGD42.90



Straw (22oz / 670ml)
RSP RM119.90
RSP SGD52.90

**Colors and stock subjected to availability.*

GO Bottle (2 sizes)



22oz / 650ml
RSP RM49



40.5oz / 1200ml
RSP RM69

**Colors and stock subjected to availability.*

Lids & Accessories



Ace Flex Cap



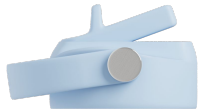
Bottle Bag



Ace Spout Cap



Flip Lid



Ace Straw Cap



Ace Boots



Sense Cup Holder

**Colors and stock subjected to availability.*

Testimonials



"These bad boys keep your beverages cool for up to 18 hours and warm for up to 12 hours!"

LUXUO.MY

"Available in a packable 530ml size, and a larger 950ml."



"Durable A2 food-grade stainless steel with thermoregulation technology."

LUXUO

"A functional gift that helps cut down single-use plastics."



"Eye-catching festive packaging with a personalised greeting included!"



"Will retain its original temperature (Massive)."

GRAZIA
SINGAPORE

"The Ace Bottle Massive is supersized, super chic, and super smart."

MONTIGO