



MEDIA RELEASE

MSM OPENS NEW OFFICE IN DUBAI, UAE

Middle East Expansion Reflects MSM's Commitment to Region and will:

- *procure, supply and trade raw and white sugar globally*
- *aim to serve customers better through its strength and capabilities in providing efficiency, quality and responsive services in the sugar supply chain*

DUBAI, UNITED ARAB EMIRATES, FEBRUARY 22, 2016 – MSM Malaysia Holdings Berhad (MSM), Malaysia's leading refined sugar producer with a strong presence in South East Asia, announced the opening of MSM Trading International DMCC (MSM Dubai) to support its rapidly growing business as well as to develop new opportunities in the region.

The ceremony was officiated by The Honourable, Tan Sri Hj Mohd Isa bin Dato Hj Abdul Samad, Chairman of MSM Malaysia Holdings Berhad and witnessed by guest of honour, His Excellency, Dato' Ahmad Anwar Adnan, Malaysian Ambassador to United Arab Emirates.

Others in attendance at the special occasion were the Board Members of MSM Group, MSM customers and partners from different parts of the world as well as local and international members of the media.

Headquartered in Kuala Lumpur, Malaysia, the Dubai-based trading hub will be responsible to procure and supply raw sugar for MSM Group's requirements. Additionally, it will also undertake sugar trading activities, both in raw and refined sugar to cater for the unique size and opportunity the Middle East & North Africa (MENA) region and neighbouring Asia Pacific (APAC) region holds.

"The setup of MSM Dubai reinforces the Group's strategy of achieving a global footprint in the sugar industry. The Group's unique business model combined with MSM Dubai's business strategy will focus on large-scale supply, logistic capacity and the integration of the supply-chain links, from the producers to the customers," said MSM's President and Group Chief Executive Officer, Dato' Sheikh Awab Sheikh Abod.



Sheikh Awab added, “The MENA region continues to play a key strategic role for us and many of our business partners, valued customers and international brokers. Simply put, our Dubai office complements our clients' growing demands for physical presence in the region.”

With its footing in Dubai established, MSM has the opportunity to diversify its income stream from foreign earnings through destination trading of raw and refined sugar on top of export sales of refined sugar.

Furthermore, factors such as preferable time-zone and ideal location as Dubai sits in the middle of the global sugar trading routes such as Asia, Europe, and America will allow MSM to have better access to other multinational sugar players and enable us to tap into their market research and other resources which will be very beneficial and advantageous to MSM.

“Dubai has long been recognised as a leading regional financial centre and business hub and it is a strategically important market for us. Proximity to customers, particularly in the trading and derivatives market allows us to offer a true multi-commodity and multi-origin offer with a relationship based on trust and expertise. This means we can monitor and manage risks and understand the evolution of the market and the emerging opportunities,” said Sheikh Awab during his welcome note.

With a view of the outfit's business approach, its initial target is to trade raw sugar volume of up to 200,000 MT and sell refined sugar volume of up to and 250,000 MT annually. Hence, making it MSM's main trading destination. Additionally, it will also be involved with tolling, vessel chartering, exports and other activities related to the procuring, trading, supply of raw and refined sugar.

The new office will be boosted further with the appointment of core member - Ahmad Farid Kamarudin as the General Manager and supported by his committed team to develop strong partnerships, provide first-class sales support and multiply the sales and market share in the region.

MSM Dubai's office began operations early January 2016 and will work closely with MSM's representative office located in Jakarta, Indonesia. With a presence in Indonesia, the office will



be in a better position to support clients on inbound and outbound transactions across the region and act as gateways to other markets across the APAC region.

While MSM continues to play its role of Malaysia's leading sugar provider, it aspires to become a global brand with a distinctive international structure. By recognising and seizing opportunities through its strong position and knowledge of the industry, MSM will be able to look forward as a truly global Malaysian icon on the world stage.

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About MSM Malaysia Holdings Berhad (MSM)

MSM Malaysia Holdings Berhad (MSM), incorporated on 10 March 2011, is Malaysia's leading sugar producer. It was listed on the Main Market of Bursa Malaysia Securities Berhad on 28 June 2011 and is one of the top 60 companies listed on Bursa Malaysia with a market capitalization of RM 3.5 billion (as at 2014).

Principally, MSM operates the sugar business of Felda Global Ventures Holdings Berhad (FGV). MSM produces, markets and sells refined sugar products. The company conducts its business principally through two operating subsidiaries, MSM Prai Berhad (*formerly known as Malayan Sugar Manufacturing Company Bhd.*) and MSM Perlis Sdn. Bhd. (*formerly known as Kilang Gula Felda Perlis Sdn. Bhd.*) which were established in 1959 and 1971 respectively. Additionally, MSM also operates its own logistics company – MSM Logistics Sdn. Bhd. Through its subsidiaries, MSM has an impressive combined annual production capacity of 1.1 million tonnes of refined sugar. In 2014, MSM produced 986,115 tonnes of refined sugar, approximately 64% of the domestic market share.

The company offers a variety of products ranging from white refined sugar of various grain sizes to soft brown sugar. These are marketed and sold in a variety of packaging options under its flagship brand - "Gula Prai". The company also sells molasses, a by-product of the refining process, to distilleries and producers of ethanol, animal feed and yeast, among other products. MSM sells to a wide range of customers in Malaysia and in other countries directly and indirectly through traders, wholesalers and distributors. Its customers include major companies in the beverage and confectionery industries, pharmaceuticals, hotels, restaurants, food outlets and household consumers.

For more information, please visit www.msmsugar.com