



26 Nov 2015
Malay Mail, Malaysia

Author: No author available • Section: Business • Page: 21 • Printed Size: 557.00cm²
Market: KL • Country: Malaysia • Photo: Full Color • Ad Value: MYR 6,364.00
PR value: MYR 19,092.00 • Item ID: MY0024556403

isentia.mediaportal

Provided for client's internal research purposes only. May not be further copied, distributed, sold or published in any form without the prior consent of the copyright owner.

Page 1 of 3



By Sharina Ahmad

sharinaahmad@mmail.com.my

KUALA LUMPUR — MSM Malaysia Holdings Bhd's (MSM) net profit jumped 33.2% to RM63.87 million in the third quarter ended Sept 30, 2015, compared to RM47.96 million over the same period last year.

Its revenue lowered to RM546.49 million from RM559.74 million, mainly due to lower tonnage sold in the domestic (21%) and export markets (15%), but the losses were cushioned by higher sales in the industries segment, MSM said in a filing to Bursa Malaysia yesterday.

Due to its strong financial results, MSM has declared a single tier interim dividend of 12 sen per share for the third quarter, an increase of 2 sen compared to the previous year.

"While the industry has its challenges, we are on track to achieve our 2015 target and we remain cautiously optimistic for 2016. The aggressive plans to increase our market share will enable us to remain at the forefront in the local market as we advance further by tapping into regional markets," said MSM's president and group CEO Datuk Sheikh Awab Sheikh Abod.

He said the Dubai trading office will begin operations on Jan 2, 2016 and it will help increase MSM's competitive ad-



26 Nov 2015

Malay Mail, Malaysia

Author: No author available • Section: Business • Page: 21 • Printed Size: 557.00cm²
Market: KL • Country: Malaysia • Photo: Full Color • Ad Value: MYR 6,364.00
PR value: MYR 19,092.00 • Item ID: MY0024556403

isentia.mediaportal

Provided for client's internal research purposes only. May not be further copied, distributed, sold or published in any form without the prior consent of the copyright owner.

Page 2 of 3

vantage in the global market, enabling it to enter the Middle East and North Africa regions.

He said that the group will venture into upstream activities due to the rising prices of raw sugar.

"We will be penetrating into the Indonesia and Sri Lanka markets since the price of the sugar keeps on escalating," he said.

He said the Dubai entity will also have a representative office in Jakarta.

"(It is) scheduled to begin operation concurrently with the Dubai setup, its main focus is to explore the Indonesian sugar market as well as to be on the lookout for any investment opportunities within the region," said Sheikh Awab.

He said the group is looking at 15% of its total profitability upon the trading activities in the Middle East market by second quarter next year.

Moving forward, 2016 will be a

challenging year for MSM and the group is taking proactive measures to face business headwinds, he said.

"We are taking cautious action next year but projections are achievable. The strategy we are putting in for 2016, if it works as planned we should be able to overcome tough times," he said.

He said the aggressive plans to increase market share will enable them to remain at the forefront in the domestic market and the company plans to advance further by tapping into the regional market.

Robust performance is further attributed to the group-wide cost optimisation initiatives as well as gains via strategic hedging mechanism.

MSM controls 64% of the domestic market whilst operating in a challenging environment, including the strengthening of the US dollar against the ringgit, as well as escalating raw sugar prices.



26 Nov 2015
Malay Mail, Malaysia

Author: No author available • Section: Business • Page: 21 • Printed Size: 557.00cm²
Market: KL • Country: Malaysia • Photo: Full Color • Ad Value: MYR 6,364.00
PR value: MYR 19,092.00 • Item ID: MY0024556403

 isentia.mediaportal

Provided for client's internal research purposes only. May not be further copied, distributed, sold or published in any form without the prior consent of the copyright owner.

Page 3 of 3

DISCOVERED

Brand: Bursa Malaysia Berhad
Company: Bursa Malaysia Berhad
Industry: Capital Market > Capital Market Regulatory Body
Category: Company News > Financial News

Brand: MSM Malaysia Holdings Berhad
Company: MSM Malaysia Holdings Berhad
Industry: Cooking Ingredient > Bakery Supply
Category: Company News > General News

SUMMARIES

By Sharina Ahmad sharinaahmad@mmail. com. my KUALA LUMPUR — MSM Malaysia Holdings Bhd's (MSM) net profit jumped 33.2% to RM63.87 million in the third quarter ended Sept 30, 2015, compared to RM47.96 million over the same period last year. Its revenue lowered to RM546.49 million from RM559.