

Malaysia's Sugar

LEADER





Soft Brown Sugar



Caster Sugar



Icing Sugar



Brown Sugar



Cube Sugar



Coarse Granulated Sugar



Fine Granulated Sugar

MSM is determined
to become a global
top 10 player in the
sugar industry
by 2020.





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MSM operates the sugar business of Felda Global Ventures Holdings Berhad. It produces, markets and sells refined sugar products. The company conducts its business principally through subsidiaries, MSM Prai Berhad (*formerly known as Malayan Sugar Manufacturing Company Berhad*) and MSM Perlis Sdn Bhd (*formerly known as Kilang Gula Felda Perlis Sdn Bhd*) which were established in 1959 and 1971, respectively.

MSM Prai Berhad was a joint venture between Kuok Brothers Sdn Bhd, Mitsui & Co. and Nissin Sugar Manufacturing Company, established to reduce Malaysia's dependence on imported refined sugar. MSM also operates its own logistics company, MSM Logistics Sdn Bhd (*formerly known as Astakonas Sdn Bhd*).

Through its subsidiaries, MSM has a combined annual production of 1.1 million tonnes of refined sugar products. In 2013, MSM produced 938,203 tonnes of sugar products, of which about 20% were for the export market. MSM currently holds 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 the 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, hotels, restaurants, food outlets and household consumers.

Leading since 1959



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- 59 Establishment of MSM Prai facility in Prai, Penang
- 64 MSM Prai facility commences operations in Prai, Penang
- 71 Establishment of MSM Perlis facility in Chuping, Perlis
- 73 MSM Perlis facility commences milling and refinery operations in Chuping, Perlis
- 76 MSM Prai facility embarks on automation of production processes
- 80 MSM Perlis facility commences imported raw sugar refining operations
- 90 MSM Perlis facility increases refining capacity to 41,000 mt per year
- 92 MSM's warehouse at Sungai Buloh commences operations with rail connection from MSM Prai facility

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- 02 MSM's warehouse at Johor Bahru commences operations with rail connection from MSM Prai facility
- 07 MSM Prai facility increases refining capacity to 800,000 mt per year
- 10 Refining capacities increases to 960,000 mt per year at MSM Prai facility and to 150,000 mt per year at MSM Perlis. Acquisition by the Felda Group of PPB Group's interests in MSM Prai and MSM Perlis
- 11 Incorporation of MSM Malaysia Holdings Berhad and consequently the successful listing of MSM on the Main Market of Bursa Malaysia

MSM's Sugar Trail



Refined sugar of various grades are packed in an assortment of packing sizes and types, tailored to the consumers' requirements and convenience. The different grades of white refined sugar produced are classified under the general categories of Coarse Granulated, Fine Granulated and Caster. These categories encompass the common grades that meet the needs of industrial markets such as PXX (Fine Granulated), and retail markets such as P1 (Coarse Granulated). In addition, Brown Sugar grades such as Soft Brown are also produced.

The products are offered in a variety of packaging sizes including sugar cubes, 5gm sachets and 1kg, 2kg, 25kg and 50kg bags.

Retail packages are marketed under the trade names "Gula Prai".

Sugar for Industrial Consumers

Sugar is one of the most commonly used ingredients in commercial food and drink manufacture. Manufacturers who use sugar include those making ice cream, milk, beverages and confectionery. Others are brewers and those in the canning industry.

Refined sugar for industrial users are supplied in packing sizes ranging from 25kg to 1,200kg bags and bulk road tanker, depending on the customer's needs.

Sugar for Retail and Other Commercial Consumers

For these customers, sugar is available in 1kg packaging, cube packaging and sachet packaging (cup-packs). They are easily found in supermarkets and in retail shops. In addition, we cater to establishments such as restaurants and hotels including providing customised sachet packing according to customers' own choice of design.

Our products are also exported to Singapore, Hong Kong, Korea, New Zealand and Australia.

In 2013, MSM sold 929,051mt of refined sugar products.

The Sugar Business

Business Overview

IMPORTS OF
RAW SUGAR

EXPORT
MARKET

SUGAR REFINING
INDUSTRY

RETAILERS &
DISTRIBUTORS

DOMESTIC
MARKET

HOUSEHOLD

INDUSTRIAL
CONSUMERS

PROCESSED
FOOD
MANUFACTURERS
(i.e. Soft Drink, Baked Goods,
Sugar, Confectioneries etc)

- We aspire to be the market leader in the sugar industry and to position Malaysia as the definitive sugar hub for Asia Pacific.
- We plan to take full control of the sugar supply chain; from upstream to downstream.
- We possess 64% domestic market share.
- We have RM3.4 billion market capitalisation as at 2014.
- We intend to produce 4 million tonnes of sugar per annum come 2020.

Backed by quality achievements, reputed clientele and continuous investments in people, technology and capabilities; MSM is committed to advancing its domestic lead and making new inroads internationally.

Sweet Success



**GULA
MSM
PRAI**

A low-angle photograph of industrial infrastructure. On the right, a large, white, cylindrical storage tank dominates the frame. It features a logo consisting of a green oval with the words "GULA", "MSM", and "PRAI" stacked vertically in bold, black, sans-serif capital letters. To the left of the tank, two smaller, silver, corrugated metal silos are visible, connected by a dark metal walkway or bridge. The sky above is a deep blue with scattered white clouds. The bottom-left corner of the image is partially obscured by a solid blue geometric shape.

MSM gains you a competitive business edge by:

Leveraging on Strong Fundamentals

MSM continues to focus on capacity and warehouse expansion, in readiness to meet increased demand and increase in forecast of daily raw sugar melt production.

Setting New Standards

As the leading sugar brand in Malaysia, MSM is committed to uphold its repute for quality products that meet the highest standards of productivity, safety and hygiene.

Strongly Entering Into New Markets

MSM targets to increase exports to new markets in the Asia Pacific region by harnessing greater operational efficiencies through Enterprise Resource Planning.

Establishing a Stronger Lead in the Industry

State of the art automation, continuous honing of skills and capabilities, and regular upgrade of production process have ensured that MSM progresses as the nation's leading sugar entity.

A Sweeter Edge

Awards & Achievements



The Billion Ringgit Club 2013

Awarded by:
The Edge

The Blue Ribbon Certificate

Awarded by:
Malaysian Health Promotion
Board (MySihat)

Best Video – OSH

Promotional Video

Awarded by:
Department of Occupational
Safety & Health Penang

Best Director Award

Awarded by:
Department of Occupational
Safety & Health Penang

Best Video – 1st Place

Awarded by:
Department of Occupational
Safety & Health Penang

Top Ten Exporters and Importers By Container Volume

Awarded by:
Penang Port Sdn Bhd (PPSB)

Special Award

Awarded by:
MTT Group



OHSAS 18001 : 2007

Certification by:
SIRIM QAS for complying with
Occupational Health and Safety
Management System

MS1722 : 2011

Certification by:
The International Certification Network
for complying with Occupational Health
and Safety Management System

ISO 9001 : 2008

Certification by:
SIRIM QAS and International
Certification Network for complying
with Quality Management Systems in:

- Purchasing of raw sugar
- Marketing service for export
and domestic sales
- Receiving and warehousing
of refined sugar
- Delivery of refined sugar
to customers
- Manufacture of refined
sugar and related products

Food Safety System

Certification 22000 : 2010

Certification by:
SGS Malaysia for complying with Food
Safety Management Systems



Hazard Analysis and Critical Control Point (HACCP)

Certification by:
The Ministry of Health, Malaysia

HALAL Certification by Department of Islamic Development (JAKIM)



Certification as confirmation of
our compliance with stringent
food processes

Kosher Certification by a London Beth Bin Certified Company

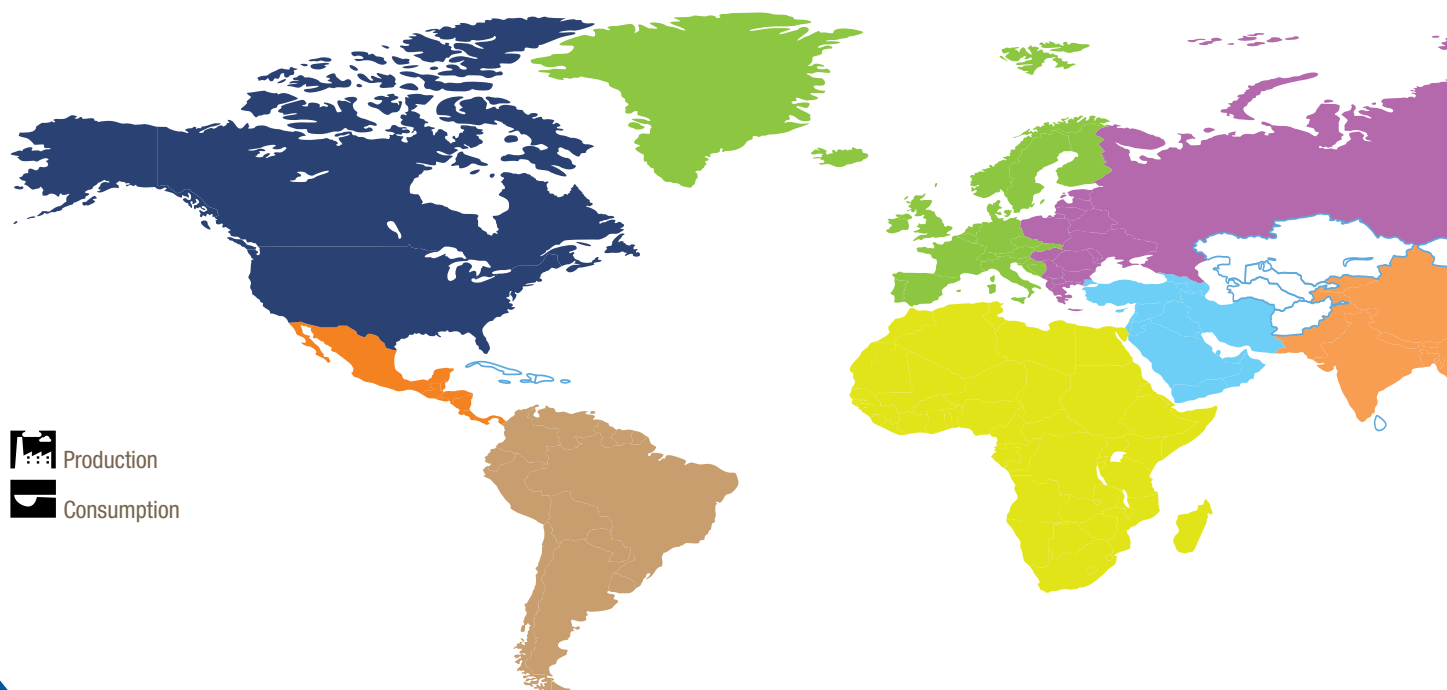
NORTH AMERICA  			
USA	7,610	10,780	
Canada	120	1,320	

CENTRAL AMERICA  			
Mexico	6,560	5,055	
Guatemala	3,065	830	
Cuba	1,745	800	
Nicaragua	780	320	
El Salvador	760	310	
Dominican Republic	590	420	
Honduras	550	370	
Costa Rica	450	280	
Panama	175	140	
Jamaica	150	130	

SOUTH AMERICA  			
Brazil CS	33,655	10,100	
Brazil NNE	3,950	2,850	
Colombia	2,525	2,010	
Argentina	2,050	1,860	
Peru	1,290	1,360	
Ecuador	650	610	
Venezuela	525	1,420	
Bolivia	510	405	
Chile	300	850	
Guyana	200	34	

WEST EUROPE  			
EU 28	16,470	19,100	
Turkey	2,350	2,475	
Switzerland	300	420	
Norway	–	135	
Iceland	–	17	

EAST EUROPE  			
Russia	4,675	6,110	
Ukraine	1,740	1,955	
Belarus	660	520	
Serbia & Montenegro	500	340	
Moldova	100	100	
Oth CIS	25	442	
Kazakhstan	20	490	
Azerbaijan	20	330	
Kyrgyzstan	20	160	
Macedonia	20	110	



AFRICA	🏠	🏭
South Africa	2,410	2,010
Sudan	1,000	1,660
Swaziland	730	74
Kenya	575	840
Zimbabwe	510	390
Ethiopia	500	650
Mozambique	460	210
Zambia	460	190
Other Africa	452	1,890
Mauritius	445	37

MIDDLE EAST	🏠	🏭
Egypt	2,150	3,420
Iran	1,185	2,800
Syria	150	780
Saudi Arabia	—	1,250
Iraq	—	880
Yemen	—	695
Gulf (incl Dubai)	—	600
Israel	—	570
Jordan	—	295
Lebanon	—	195

ASIA	🏠	🏭
India	26,880	25,915
China	12,905	16,500
Thailand	11,665	3,320
Pakistan	5,915	4,900
Indonesia	2,690	6,450
Philippines	2,685	2,420
Malaysia	1,720	1,720
Vietnam	1,700	1,700
Japan	700	2,270
Other Asia	523	1,159

OCEANIA	🏠	🏭
Australia	4,675	990
Fiji	200	66
New Zealand	—	232



World Sugar Production and Consumption 2014/15

Key Export Market Overview



Serving over 20 nations across Asia-Pacific



As Malaysia's leading sugar enterprise, MSM intends to sustain leadership by continuously improving operational and competitive advantages that deliver steady long-term growth.

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