

MEDIA RELEASE
For Immediate Release

MSM PRAI: ROOTED IN HISTORY, GROWING WITH THE NATION

For over six decades, MSM Prai has safeguarded the nation's sugar needs while supporting communities and driving Malaysia's growth

KUALA LUMPUR, SEPTEMBER 17, 2025 – MSM Malaysia Holdings Berhad (MSM), the producer of Malaysia's leading refined sugar brand "Gula Prai", continues to play a vital role in safeguarding domestic food security and supporting the nation's growth. Through its subsidiary, MSM Prai Berhad (MSM Prai), MSM and Gula Prai has been a cornerstone of the country's sugar industry for over six decades.

As Malaysian celebrate National Day and Malaysia Day recently, the story of MSM unfolds in parallel to the birth of the nation. Established in 1964, MSM Prai became Malaysia's first locally owned sugar refinery, founded with the vision of making the country self-sufficient in sugar production — a vital commodity for all. This forward-thinking initiative on food security was ahead of its time, laying a strong foundation that continues to safeguard Malaysia's sugar supply and support the nation's growth to this day.

Acting Group Chief Executive Officer, Hasni Ahmad said "Operated entirely by 100% local manpower, primarily from Penang and Kedah, MSM Prai has long been a driving force for the local economy while fostering sustainable growth and uplifting surrounding communities".

"As a member of FGV, now a private entity under FELDA, MSM indirectly belongs to the FELDA settlers, reinforcing its role as part of the FELDA Group ecosystem. This connection is further strengthened by Koperasi Permodalan FELDA (KPF), which holds the third-largest shareholding in MSM, representing the collective interests of the FELDA community." Hasni added.

This alignment underscores MSM's responsibility to contribute to the well-being and economic empowerment of FELDA settlers, whose livelihoods are closely tied to sustainable agriculture and rural development. By supporting fair returns, stable market opportunities, and long-term growth initiatives, MSM plays a vital role in uplifting settlers' socio-economic status, while safeguarding the nation's food security through a strong and resilient domestic sugar industry.

FELDA Chairman, YBhg. Dato' Sri Ahmad Shabery Chek, officially launched the Gula Prai Edisi Khas FELDA during his visit to MSM Prai, the largest sugar refinery in Malaysia. Produced by MSM, this special edition serves as a heartfelt tribute to FELDA settlers, recognising their unwavering dedication and invaluable contributions as the backbone of the nation's growth and development.

Also present were FGV Chairman, Tan Sri Rastam Mohd Isa, KPF Chairman, En Fakhrunniam Othman, FGV Group CEO and KPF Chairman cum FELDA Deputy Director General, YBhg. Dato' Mohd Banuri Aris, along with senior management representatives from FELDA, FGV, and MSM.

"The production and supply of Gula Prai, also known as Gula Peket Hijau, remain stable and sufficient to meet domestic demand, in line with the mandate set by the Ministry of Domestic Trade and Costs of Living (KPDN). Under this mandate, MSM is required to guarantee a monthly supply of 24,000 metric tonnes and National Stockpile of 32,000 metric tonnes of both coarse and fine grain sugar to ensure consistent and uninterrupted availability in the domestic market. MSM has diligently fulfilled this responsibility despite facing challenges with rising main production cost," said Hasni.

Currently the local sugar industry continues to receive a RM1/kg incentive for Coarse Grain Sugar and Fine Granulated Sugar since November 2023. Compared to the actual production cost, the incentive of RM1/kg is just breakeven to sustain the sugar industry's operation. Without the current incentive, the capping of sugar prices would create a significant economic imbalance, as highlighted in Parliament in 2023, where it was revealed that refining costs would result in a loss of RM0.88 per kilogram.

Apart from rising production costs, local sugar producers face intense competition from cheaper, unregulated sugar imports from neighbouring countries. The local sugar producers remain committed to working closely with the government to enhance the regulation of both refined sugar both Approved and Import permits (APs and IPs). To safeguard Malaysia's domestic sugar industry renowned for its proven quality, safety, and Halal standards, there is a need to address the impact of imported sugar, particularly from Thailand, where dumping practices pose a significant challenge to local producers.

Since 1964, MSM has firmly established itself as a leading national sugar refinery and ranks among the top 10 refiners globally. MSM's growth is underpinned by a robust ESG framework fully integrated into the business and operations.

-ENDS-

About MSM Malaysia Holdings Berhad (MSM)

MSM Malaysia Holdings Berhad (MSM) is Malaysia's leading refined sugar producer and one of the biggest sugar refiners in Asia. MSM is involved in producing, marketing and selling refined sugar products under the "Gula Prai" brand. The company conducts its business principally through two operating subsidiaries, MSM Prai Berhad and MSM Sugar Refinery (Johor) Sdn Bhd. In addition, MSM also operates a logistics company – MSM Logistics Sdn Bhd.

At present, MSM's annual production capacity is up to 2.05 million tonnes of refined sugar. In 2024, MSM produced 1,104,290 MT of refined sugar, of which 258,932 MT are catered for the export market. Currently, MSM corroborates up to 60% of the domestic market share. Listed on the Main Market of Bursa Malaysia Securities Berhad since 28 June 2011 with a market capitalisation of RM830 million as at 31 December 2024, MSM combines economic success with environmental protection and social responsibility for a sustainable future.

MSM 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. MSM also sells molasses, a by-product of the refining process, to distilleries and producers of ethanol, animal feed and yeast, among other products. Aside from household consumers, 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 and food outlets.

For more information, please visit www.msmsugar.com

Forward Looking Statements

Certain statements in this media release regarding MSM's operations may constitute forward-looking statements. These statements can be identified by key words such as "believes", "estimates", "anticipates", "expects", "intends", "may", "will", "plans", "outlook" and other words of similar meaning in connection with a discussion of future operating or financial performance. These statements relate to the plans, objectives, goals, strategies, future operations and performance of MSM. Actual results and outcomes may differ materially from those projected in any forward-looking statements due to various events, risks, uncertainties and other factors. We neither intend to nor assume any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

For media enquiries, please contact:

Siti Noorbaya Mohd Yunus
+6016 677 6118
noorbaya.my@msmsugar.com

Syahidah Ismail
+6019 225 9705
syahidah.i@msmsugar.com