

# MSM secures RM290 million contract with Coca-Cola

**KUALALUMPUR:** MSM Malaysia Holdings Bhd (MSM) through its wholly-owned subsidiary, MSM Prai Bhd (MSM Prai) has secured an estimated value of RM290 million refined sugar supply contract with The Coca-Cola Company (Coca-Cola) for both domestic and international production, solidifying its place as Malaysia's leading and preferred refined sugar producer in Asia Pacific.

MSM Group chief executive officer, Syed Feizal Syed Mohammad said in a press statement, although MSM has already secured term sales supply contracts with various major local Fast-Moving Consumer Goods (FMCG) industry players locally and in the region, the opportunity to be part of Coca-Cola supply chain is part of MSM's export blueprint as a top eight global integrated sugar refiner.

"This accomplishment is an added boost to MSM Group having achieved a turnaround in 2021 and accelerating MSM's expansion to wider markets across the region. Foremost, as we have been echoing our step-up commitment towards Environmental, Social and Governance (ESG) framework, MSM will provide sourced sustainable raw sugar supply for Coca-Cola domestic market to begin with," Syed Feizal added.

MSM has been serving Coca-Cola domestically for more than 10 years. For this two-year contract with Coca-Cola Bottlers (Malaysia) Sdn Bhd, MSM will supply refined sugar supply for



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Syed Feizal Syed Mohammad

year 2022 and 2023.

The two-year contract also applies for the export that commenced in December 2021, where the refined sugar supply will be shipped to a different international destination where Coca-Cola has strong presence.

MSM Prai operates the Prai sugar refinery in Penang. Located on the northwest coast of Peninsular Malaysia, the facility is the country's largest sugar refinery with an annual production capacity of 1.05 million tonnes of refined sugar.

While MSM Sugar Refinery (Johor) Sdn Bhd, strategically located at Tanjung Langsat Port, Johor with an annual production capacity of 1 million tonnes of refined sugar, is set to ramp up its production in 2022.

MSM Group observes strict quality control and standard operating procedures and its refineries are regularly audited to maintain the highest of standard of food safety and quality.

MSM is also capable of producing Coca-Cola's specified sugar which also includes JAKIM Halal Certification Standards of Malaysia, MS1500:2009, Food Safety System Certification (FSSC 22000 - Manufacturing), Hazard Analysis and Critical Control Point (HACCP) Certifications and Good Manufacturing Practices, amongst others that are relevant to the industry.

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