


GULA PRAI CLAIMS TOP 3 SPOT AMONGST HOUSEHOLD BRANDS OF CHOICE

KUALA LUMPUR, AUGUST 18, 2021 – Gula Prai, the iconic national flagship brand with 57 momentous years, sweetening lives of Malaysians since 1964, has been ranked as the third in the Top 10 List of Most Chosen Fast-Moving Consumer Goods (FMCG) Brands of the Food and Beverage segment in Malaysia for the year 2020 after Nestle’s leading brands Maggi and Milo. The recognition of the brand under MSM Malaysia Holdings Berhad (MSM), the top-tier producer of premium refined sugar was validated by the world’s leading market data insights company, KANTAR for the Asia Brand Footprint report. KANTAR is based in UK with 30,000 people across 100 countries.

“From the KANTAR report, Gula Prai has a penetration of 70.9% from the overall households in Malaysia for food and beverages segment. The report ranks the scorecard based on Consumer Reach Points (CRP) which measures the strength of the brand from the value of penetration, population and consumer choice. The brand recognition reflects Gula Prai as the most popular home-grown sugar product chosen by the consumers which translated into brand loyalty, underpinned by consistent delivery of premium quality and wide availability across the nation. We will strive even harder to thank consumers in bringing greater value and choices in the market as a quality sugar refiner,” said MSM Group Chief Executive Officer, Syed Feizal Syed Mohammad.

Rigorous quality control, enhanced food science and supply and demand analytics provide the necessary assurance to our consumers which oversees the entire process of production ranging from raw sugar sourcing, refining, sales and distribution. MSM observes strict standard operating procedures and its refineries are regularly audited to maintain the highest of standard of food safety and quality which include JAKIM Halal Certification Standards of Malaysia, MS1500:2009, Kosher Certification by the London Beth Din Kashrut Division, 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.

MSM offers a great variety of premium sugar products that are marketed and sold in various packaging and grades to fulfil the domestic and export demand. The capability of MSM to



produce the International Commission for Uniform Methods of Sugar Analysis (ICUMSA) 45 specification of refined sugar has established a stronghold and preferable features for Gula Prai in the FMCG production industry. Currently, MSM serves over 300 customers in the domestic market which include reputable industry players and wholesalers. Amongst the highly demanded Gula Prai retail products include coarse grain, fine granulated as well as soft brown sugar which are well-known for its high quality. In addition, MSM also produces balance lifestyle options for the consumers including sweetener products the low-calorie sucralose, "Go½" and the sugar stevia mix, "GoNatura" under the brand *Premium Prai*.

"New brand campaigns and thematic programs through wide comprehensive channels will be launched very soon with even greater customer outreach including the last mile segment. That is our assurance to all customers moving forward," said Syed Feizal.

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About MSM Malaysia Holdings Berhad (MSM)

MSM Malaysia Holdings Berhad (MSM) is Malaysia's leading refined sugar producer and one of the biggest sugar refiner 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 2020, MSM produced 1,010,215 tonnes of refined sugar, of which 270,628 tonnes are catered for the export market. Currently, MSM corroborates up to 60% of the domestic market share. MSM has been listed on the Main Market of Bursa Malaysia since 2011 and has a market capitalisation of RM 401 million as at 31 December 2020. 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.

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