



**SHAPING
THE FUTURE**



FORWARD LOOKING STRATEGY

To grow our business in a sustainable way, we strive to become a global consumer products business by expanding range of consumer products, offering specialised applications and customer solutions while consolidating our position in oils and fats business.

We are currently a major player in the palm oil industry, a position built over the past five decades. To grow our business in a sustainable way, we strive to become a global consumer products business by expanding range of consumer products, offering specialised applications and customer solutions while consolidating our position in oils and fats business.

We believe that the current global and challenging conditions for the Palm oil industry are resulting in the industry to consolidate and will benefit stronger players in the long run. We continue to build a strong platform by investing in manufacturing facilities within palm oil value chain and also by adding new products to our portfolio to embrace new opportunities in the ever-changing environment.

We have recently completed our fourth refinery in Sabah, Malaysia, increasing our installed capacity from 2.8 million MT to 3.5 million MT. Strategically located within the Palm Oil Industrial Cluster of Lahad Datu, the investment further consolidates our position as an integrated vegetable oil and fats business. It will not only increase our refining capacity but also increase our access to CPO while opening up new destination markets. Expected production from increased capacity of 3.5 million MT is substantially lower than our sales volume of 3.8 million MT achieved in 2014.

To participate in the larger part of the value chain within Palm Oil Industry, we have also recently invested in a biodiesel plant in Westport, Selangor, Malaysia, next to our largest

refinery which opens up new growth opportunities in the downstream part of the value chain of palm oil industry.

We have also recently completed the installation of a manufacturing facility in Malaysia to produce dairy products. As palm oil is one of the important raw materials for the production of dairy products, the investment will have production synergies with our current palm oil business. The investment is also expected to have significant marketing and distribution synergies with our current Consumer Pack segment.

We continue to explore more consumer products that could be sold as a basket of products to our existing and prospective customers. We have included rice in our product portfolio, sourcing rice from Asia and selling in Africa and Middle East under our own brands. In the third full year of operations itself, we have already established our position and are currently ranked amongst top 20 players in the industry.

Working closely with the customers, we continue to develop and offer specialised applications and customer solutions for different industries such as confectionaries, bakeries, food ingredients and infant nutrition businesses.

Investing in brands remains of paramount important to us. We continue to drive our marketing efforts by investing in advertising campaigns, billboards and other promotional events.

