

RESEARCH & DEVELOPMENT

Consumer's attitudes to life are not static but constantly evolving. Some events like COVID-19, accelerate the change of eating habit. Living with symbiotic life is emerging as a consumer behavior and trends continue to evolve. Therefore, there is a growing demand for customised and differentiated products. By anticipating these changes and listening to our consumers, we can lead the market with healthier and premium quality offering that meet our customers' requirements such as tasty, good for me and good for planet products.

Mewah has passion for innovation to deliver excellent products for the customer satisfaction. We believe, innovation is the key factor to drive growth and build a robust product. Our customer-centric approach emphasis a clear focus on quality, operations, cost effective solution. Our commitment to research and development (R&D) enables to motivate for the innovative research and meet up customers' needs for growth. Our goal is to develop value-added specialised products that offer healthier options, distinctive value, and deliver exceptional quality.

After Pandemic (COVID-19), in line with global health trends, we have developed products such as cocoa butter equivalent and cocoa butter substitutes, chocolate spreads and low saturated filling fat which gave our B2B customers a competitive edge in different markets. Our approach to support and engage with customer helped them better understand the customers' requirements and provide them with customised services. As a result, we saw positive customer experience and improved business outcomes.

At Mewah, we understand that developing our R&D capacity and capability is crucial to support sustainable growth and achieving our long-term strategic goals. We are committed to set industry standards; we have taken significant steps to expand our R&D capabilities in recent years. This includes acquiring new technologies for process and application development, as well as bringing on-board talented individuals with strong industrial expertise. Our focus is on driving innovation that promotes sustainable development and growth, and we always remain dedicated to this mission.

Our R&D department serves as a platform for transforming customer insights into innovative solutions. We are dedicated to creating products that not only satisfies the current market demands but also



withstand the dynamic nature of food industry. As a result, Mewah stays ahead of the curve in consumer trends and preferences.

At the heart of our R&D, our highly devoted team consisting of scientists, engineers, and technologists are our most valuable asset. Our team comprises of experts in lipid science, dairy, bakery, frying, confectionary, pre-mix and seasoning, non-food, biodiesel, as well as regulatory, analytical services, applications and sensory. We strongly believe that investing in our employees is essential for achieving success, and we are committed to keep our team motivated, well-trained, and engaged. Developing the next generation of technical leaders is a top priority for us, and we achieve this by providing our staff with a comprehensive experience, personal developmental opportunities, mentoring, and training. Our dedication to continuous training is an integral part of our people development strategy.

Our cutting-edge facilities and advanced equipment enable us to create solutions that are tailored to meet the ever-changing market demands. With the help of our pilot plant, we can develop solutions starting from raw materials to final products, which are then evaluated by our customers.

We have a well-equipped application lab and sensory facility to ensure the quality of our solutions. Our solutions undergo rigorous testing using industry-standard food preparation technology and have already been adopted by several customers. Our Application Centre is also staffed by experienced and qualified specialists. We are committed to expanding our range of offerings to cater to diverse consumer requirements across various segments.

At Mewah, we are dedicated to place our customers at the forefront of everything we do. Our steady commitment drives us to provide cost-effective, high-quality solutions through our passion for research and development, product innovations, and exceptional manufacturing practices. Our strong technical relationships empower long-long-term business results for our organisation and our valued customers.