

General AnnouncementReference No **F&-110119-43421**

Company Name : **FRASER & NEAVE HOLDINGS BHD**
Stock Name : F&N
Date Announced : 19/01/2011

Type : Announcement
Subject : Additional territories for F&N beverages business - Thailand & Brunei

Contents : The Board is pleased to announce that in addition to the traditional market territory of Malaysia, it has been granted the additional territories of Thailand and Brunei under its existing distribution licensing arrangement with Fraser and Neave, Limited ("F&NL") to market 100PLUS, F&N fruit flavoured carbonated soft drinks, SEASONS and Fruit Tree range of products.

The Brunei market will be integrated into the existing FNBM East Malaysian operations for operating efficiency. F&NBM will launch "F&N" range of products and "100PLUS" in Brunei after current licensing arrangements between F&NL and The Coca-Cola Company end.

Unlike the Brunei market where F&N beverages already have a local presence, the Thailand market represents a new frontier for F&N beverages. The Group is currently in the midst of drawing up its market entry plan for its beverages business in Thailand and will initially focus its attention on Southern Thailand using its iconic "100PLUS" brand as the launching pad. The Group has identified a potential distribution partner with an established distribution network in Thailand and will commence discussions shortly to formalise the distribution arrangement.

Thailand market is expected to offer significant growth potential for the Group over the medium to long term time frame.

A wholly owned subsidiary of FNBM will be formed in Thailand shortly to manage the distribution business in Thailand while in Brunei, a branch office under FNBM is being set up to carry out the distribution activities.

This announcement is dated 19 January 2011.

Announcement Details :