

CEO Business Review



CORE MARKETS

- 📍 Malaysia
- 📍 Singapore
- 📍 Myanmar



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BEVERAGES (Soft Drinks and Beer)





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BEVERAGES MALAYSIA

Alongside dealing with the unprecedented challenges of COVID-19, Beverages Malaysia, our largest soft drinks business unit, has pressed on and accelerated its growth strategy. It implemented change at a faster pace in the key areas of operational excellence, focused growth and new business development. Under difficult market conditions, Beverages Malaysia

maintained leading positions of its core brands 100PLUS, F&N SEASONS, OYOSHI and F&N NUTRISOY, and added Food business as a new pillar of growth.

The Group is confident that our robust plan for sustainable growth will enable us to meet the challenges ahead. We will continue to lift efficiency across our entire value chain and reinvest our realised improvements into growing our business sustainably. We remain guided by our mission to enhance quality of life and contribute to a healthier future as we deliver high quality products to all Malaysians.

ISOTONIC: 100PLUS

100PLUS, F&N's flagship brand and Malaysia's No.1 Carbonated Soft Drink and No.1 Isotonic Drink brand, continued to cement its position as the enabler of active lifestyles and strong supporter

of sports development. This year, 100PLUS extended its partnership with the National Sports Council in Malaysia to 2024. As the exclusive Official Isotonic Sponsor, 100PLUS continued to provide hydration to national athletes as they train. While sports events were halted due to COVID-19 induced movement restriction measures, 100PLUS continued to sponsor the Football Association Malaysia and the Badminton Association Malaysia, as well as the Official Isotonic drink for the Malaysian Football League and the Ministry of Education League (Liga KPM).

To generate excitement, 100PLUS also rolled out limited-edition festive packaging in celebration of the 2021 Chinese New Year in Singapore and Malaysia. It also conducted above-and below-the-line activations to spread festive cheer.

📍 Malaysia



100PLUS
remains Malaysia's
No. 1 Isotonic Drink
and Carbonated Soft
Drink Brand



F&N ICE MOUNTAIN
sustainable pack formats
are made with FSC certified
carton paper sourced from
responsibly managed forests

NEW

Launched Malaysia's
first brown sugar cola -
**EST COLA
BROWN SUGAR**

NEW

Introduced first carbonated
bandung flavoured drink,
F&N BANDUNG,
in Malaysia



F&N
holds the No. 1 position
in the Tea Segment
(Asian Drinks) in Malaysia



For the second consecutive year, 100PLUS also brought back the virtual workout sessions, conducted by professional trainers, to help consumers achieve a healthier mind and body. These free online sessions, which included HIIT and dance, were part of 100PLUS's month-long campaign to stay engaged with consumers, increase brand visibility and drive top-of-mind awareness.

NEW F&N SPARKLING DRINKS

F&N Sparkling Drinks introduced three new and unique sparkling beverage flavours – Espresso, Honey Lemon and Apple Barley – in 350ml PET. F&N Sparkling Espresso and Apple Barley are endorsed with Healthier Choice Logo. Embracing the digital revolution, these new drinks were unveiled on social media platforms, in a unique limited-edition gift pack, and made available on our e-commerce store, F&N Life! and convenience stores in Malaysia.

In conjunction with Chinese New Year and Hari Raya festivities, F&N rolled out new limited-edition festive packaging and flavours. For Chinese New Year, the classic range of F&N Sparkling products were offered – F&N Orange Crush and F&N Sarsi Classic; while F&N Bandung, the first ever carbonated bandung drink in Malaysia was introduced for Hari Raya. Endorsed with the healthier choice logo by the Ministry of Health Malaysia, this delicious beverage comes in two pack sizes – 1.2L and 1.5L.

BEVERAGES SINGAPORE

Despite challenging market conditions, Singapore maintained its leading market positions in its core categories – 100PLUS in Isotonic, F&N NUTRISOY in Soya and F&N ICE MOUNTAIN in Water. The Group continued building its brands and bringing healthy and innovative products to consumers as it navigates the new normal and build business resilience.

ISOTONIC: 100PLUS

Singapore's No.1 isotonic brand, 100PLUS, remains the isotonic drink of choice for consumers. It has been supporting active lifestyles over the years through sponsorships and hybrid sporting events such as the STANDARD CHARTERED SINGAPORE MARATHON, OCBC CYCLE VIRTUAL RIDE and GET ACTIVE PESTA SUKAN activities. To encourage Singaporeans to stay fit and lead active lifestyles, 100PLUS collaborated with sporting enthusiasts and fitness influencers as they conducted live workout sessions, which included yoga, kick boxing and HIIT exercises. These virtual workouts enabled 100PLUS to stay engaged with consumers.

STAY HOME STAY FIT

Packed with Fibre to aid Digestion

- Highest fibre* prune juice drink
- No Sugar Added

ICE MOUNTAIN
BRINKING WATER

OFFICIAL WATER PARTNER
HSBC Women's World Championship

Singapore

100PLUS rolled out its #STAYFIT campaign in Singapore, Malaysia and Myanmar for the 2nd consecutive year

F&N
FRUIT TREE FRESH
added Prune & Mixed Fruit Juice to its no sugar juice range

NO. 1
in Singapore:

- Isotonic - 100PLUS
- Soya Milk - F&N NUTRISOY
- Water - F&N ICE MOUNTAIN

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With large outdoor events further curtailed this year owing to sustained containment measures, from February to September, 100PLUS reached out to a younger target audience by running a series of e-sports competitions. This year, 100PLUS became the Official Beverage Sponsor for popular game League of Legends, Wild. In addition, 100PLUS was also the Official Hydration Sponsor of Singapore Esports Association, partnering our national athletes in their preparation journey to the SEA Games.

WATER: F&N ICE MOUNTAIN

F&N ICE MOUNTAIN is Singapore's No.1 water brand, led by its still drinking water range and its expanding sparkling water range. The brand also provided sustainable pack formats to consumers by offering F&N ICE MOUNTAIN still water in paper cartons. Made with FSC certified carton paper sourced from responsibly managed forests, the new packaging also comes with a bio-based cap made from sugar cane. In addition, we also launched F&N ICE MOUNTAIN still water in fully recyclable aluminium cans, broadening the range of sustainable every day healthy hydration options for consumers.

F&N ICE MOUNTAIN Sparkling Water range continued to delight consumers with the introduction of its new limited-edition variant, F&N ICE MOUNTAIN Sparkling Yuzu Osmanthus, a combination of yuzu and osmanthus without sugar and calories. Available for a limited time only, this enjoyable

fruity and floral fizzy beverage was an instant hit with our consumers, further anchoring and growing F&N's market share in the Sparkling Water segment.

SOYA: F&N NUTRISOY

F&N NUTRISOY, Singapore's No.1 soya milk brand, continued to focus on raising brand visibility and awareness of its range of high calcium and low-glycemic index soya milk beverages amongst consumers. This year, F&N NUTRISOY improved the recipe of its entire range of soya milk, making it vegan-friendly thereby encouraging consumers to adopt a healthy, plant-based diet.

Riding on higher in-home consumption during the pandemic, F&N NUTRISOY also launched a series of culinary sessions to demonstrate the various uses of its soya milk in cooking and dessert preparation.

This July, F&N NUTRISOY released a limited-edition fresh soya milk infused with ondeh ondeh flavour. Made with fresh soya milk, this new variant is bursting with the richness of gula melaka and irresistible fragrance of pandan. F&N NUTRISOY Ondeh Ondeh is a reduced sugar variant, 25% lower in sugar compared to regular soy milk. Similar to its existing fresh soya milk range, this limited-edition flavour is high in protein, calcium and vitamin D3. It is certified heart-friendly by the Singapore Heart Foundation, and is also vegan-friendly.

ASIAN DRINKS: F&N NUTRIWELL

Launched in June, F&N NUTRIWELL Roselle Tea is freshly brewed with all-natural ingredients and carefully selected roselle flowers. This floral tea aids digestion especially after a heavy meal. Rich in organic acids, minerals, amino acids, and vitamin C, this refreshing tea is made with no added preservatives, colouring and sweeteners, and is certified "Healthier Choice" by the HPB.





Singapore



CHANG
 beer was the Official
 Broadcast sponsor of the
 2020/21 English Premier
 League in Singapore



Myanmar



**#WINNINGTOGETHER
 WITHCHANG**



CHANG
 beer was awarded the
 Gold Quality Award 2020



BEER

The results of our beer division take into account our brewery in Myanmar and beer distribution in Singapore.

EMERALD BREWERY MYANMAR LIMITED

F&N's greenfield brewery, EBML commenced production of the award-winning CHANG beer on 1 October 2019. Licensed to EBML by F&N's strategic partner, Thai Beverage Public Company Limited, CHANG lager uses only the finest ingredients from Europe and the USA, just like CHANG in Thailand.

EBML successfully launched CHANG two years ago, and has continued to build brand awareness in Myanmar. In October 2020, CHANG rolled out a six-month long nationwide campaign, WINNING TOGETHER WITH CHANG. Supported by outdoor, digital and print advertising platforms to reach consumers, this 360-degree marketing campaign covered point-of-sale advertising in both off- and on-premise channels which included local retailers, wholesalers, beer stations and restaurants in Myanmar.

In addition to developing successful marketing campaigns, CHANG also takes pride in brewing the best quality beer using only the finest ingredients the world has to offer. Last year, impressing with its outstanding quality, CHANG was awarded the Gold Quality Award 2020 by Monde Selection - an International Quality Institute which evaluates the quality of consumer products all over the world. CHANG scored highly during the evaluation process, cementing its reputation as a stylish, iconic, and perfectly balanced beer. Another key pillar driving the success of CHANG in Myanmar is the growing distribution network throughout the country. Strengthening route-to-market is critical in making CHANG accessible to as many trade customers and end consumers as the brand continues to grow in awareness and affinity.