

## Business Review



- **Indonesia**
- **Myanmar**
- **Thailand**  
(Soft Drinks)

Despite the COVID-19 induced challenges, supply chain and inflation headwinds, efforts have been made to expand and deepen distribution channels, in particular for 100PLUS, F&N Sparkling Drinks and TEAPOT, with a clear focus on the SEA region. The Group will continue to drive growth through investment in our brands and extend our route-to-market capabilities. Alongside our organic growth strategy, we will continue to seek acquisitions which are value enhancing or capability-enhancing.

### (A) INDONESIA

PT Yoke Food Industries Indonesia ("PT YFII"), a subsidiary of the Group, responded to the challenges caused by supply chain and inflation headwinds by adopting a low-risk strategy to protect profitability and safeguard liquidity, while focusing on deepening and widening distribution.

This year, PT YFII's festive demand was significantly higher than the previous year, driven by well-executed route-to-market operations in our key markets of Sumatra and Java.

# OTHER MARKETS (F&B)



All brands recorded strong double-digit growth, in particular the F&N canned milk, TEAPOT, F&N Sparkling Drinks and F&N SEASONS. Our licensed brand, SUNKIST, also performed very well.

To further drive sales, PT YFII collaborated with distributors in the execution of our sales and promotion initiatives, and ensured the products were always available and well-merchandised. A well-executed digital marketing campaign was launched before the peaked of Lebaran festive month. Both general trade and modern trade recorded brisk sales.

As part of the strategy to increase consumption occasions of canned milk, PT YFII also conducted several cooking demonstrations for its canned milk brands. To expand our consumer base, our distributor also participated in the 16<sup>th</sup> edition of the prestigious Food & Hotel Indonesia International Exhibition from 26 to 29 July. At the event, the distributor demonstrated the various uses of F&N canned milk and F&N SEASONS Asian drinks in cooking and dessert preparation. Consequently, PT YFII FY2022 revenue and profit recorded strong growth over the prior year.

Indonesia will remain a key market and a core component in our growth strategy. Its immense and growing consumer market presents opportunities to the Group. We are determined to pursue every opportunity to grow this important market. We shall continue to seek growth through investment in our brands and extend route-to-market capabilities, and by strategic acquisitions to broaden and deepen our footprint in Indonesia.





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### OTHER MARKETS (F&B)

- Indonesia
- Myanmar
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### (B) MYANMAR

100PLUS continued to strengthen its unique positioning as the isotonic drink of choice with a series of social media campaigns, particularly on Facebook. The brand message was crafted for those who lead active lifestyles, as well as the benefits of consuming 100PLUS in their daily lives.

To generate excitement, 100PLUS rolled out two new flavours – 100PLUS Zero and 100PLUS Berry –

in cans, to the delight of consumers. Supported by online communications and in-store visibility, the two variants were listed in the modern trade and Yangon GT.

During the summer months, 100PLUS further reinforced its support for sports-related events with sponsorships in golf tournaments, running, mini-triathlon and swimming competition. On the trade level, 100PLUS remain centered on deepening its relationship with key customers,



pushed for product visibility and ran campaigns and consumer promotions to drive sales.

In April, TEAPOT expanded its sweetened beverage creamer ("SBC") range with the launch of TEAPOT SBC in 2.5kg pack, catering to key TEAPOT outlets and higher in-home consumption. This upsized pack expanded TEAPOT's SBC presence in all channels and helped increase our market share in Myanmar.

TEAPOT remained very much focused on strengthening its relationship with top tea shop operators across

the country. It successfully converted tea shop operators to adopt our canned milk brand, and retained key customers.

This year, F&N made further inroads in the modern trade with a partnership with Makro – a large shopping mall – in Yangon, Myanmar. This new partnership increased TEAPOT's on-premise presence, which has led to sales growth. In addition, TEAPOT also appointed a new distributor, who generated better product visibility and strengthened its leading position in the canned milk market.



## (C) THAILAND (SOFT DRINKS)

100PLUS continued to strengthen its unique positioning as a healthy carbonated beverage through effective marketing campaigns. Following the lifting of COVID-19 induced restrictions and the return of sports events, 100PLUS stepped up its running sponsorship such as the BURIRAM MARATHON 2022 and KHAO YAI MARATHON RUN. Over 30,000 participants took part in both events, successfully generating trials and sustaining brand awareness. As a strong advocate for active and healthy lifestyles, 100PLUS also sponsored national sports associations such as THAILAND MEN'S NATIONAL BASKETBALL TEAM.

Since the return of F&N Sarsi to Thailand, the popular carbonated soft drink continued to ensure brand visibility through the execution of digital marketing campaigns and driving distribution strategies. In June, through a partnership with the OISHI Group, this local favourite drink has been made available in all their restaurants.

