

BEVERAGES

MALAYSIA • SINGAPORE • MYANMAR

100PLUS

No. 1 Isotonic Brand in
Singapore & Malaysia

**F&N SEASONS,
OYOSHI & F&N**

No. 2 Tea Brands in Malaysia

F&N ICE MOUNTAIN

No. 1 Water Brand in Singapore



Strategically Expanding TOGETHER

BEVERAGES MALAYSIA:

Beverages Malaysia, our largest soft drinks market, recorded creditable improvements in performance over the year. Despite a challenging operating environment and cautious consumer spending, our core brands, namely 100PLUS, F&N SEASONS, OYOSHI, F&N and F&N Fun Flavours, maintained their leading positions in Malaysia. The successful execution of innovative product launches and in-market activities during festive periods contributed to our growth and bolstered brand awareness.

ISOTONIC: 100PLUS

100PLUS, F&N's flagship brand and Malaysia's No.1 Isotonic and Carbonated Soft Drink brand, continued to cement its position as the enabler of active lifestyles and a champion of sports development. This year, 100PLUS partnered with the Malaysian Hockey Confederation, serving as the Official Isotonic Partner to keep national athletes hydrated during training and competitions.

Furthermore, 100PLUS sponsored significant sporting events such as the KUALA LUMPUR OCBC CYCLE, 2023 MALAYSIA OPEN (Badminton), MPKJ HALF MARATHON and supported young golfers from PERBADANAN PADANG GOLF SUBANG. As the exclusive Official Beverage Sponsor for these events, 100PLUS provided hydration to participants across various categories.



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To highlight the importance of staying hydrated, 100PLUS organised an engaging on-ground activation during the 100PLUS WORLD HYDRATION DAY at One Utama Shopping Centre. The four-day event featured exciting games and activities, with participants having the chance to win prizes from 100PLUS's "gashapon" machine. As Malaysia's No.1 Hydration Partner, 100PLUS remains committed to keeping Malaysians hydrated, focused and energised as they pursue their passions.

In celebration of its 40th anniversary, 100PLUS launched 100PLUS PRO High Protein, a non-carbonated beverage specially formulated to support post-training needs for sports enthusiasts. Packed with electrolytes, vitamin B, protein and BCAA for muscle support and repair, this healthier choice product is available at select retail outlets, including supermarkets, convenience chains, petrol marts and sports retail channels across Malaysia.

CARBONATED SOFT DRINKS: F&N FUN FLAVOURS

F&N Fun Flavours, loved for generations, continued to delight consumers of all ages with its fresh brand-new packaging. The revamped design is tailored to appeal to the youth of Malaysia, making these popular carbonated soft drinks even cooler and more stylish. The launch of the new packaging was promoted through various out-of-home platforms such as vibrant murals on the walls of train stations and the interior and exterior of a train, generating interest of younger commuters.

ICE LEMON TEA: F&N SEASONS

F&N SEASONS also revealed a fresh and contemporary new look, reinforcing the brand's commitment to delivering a healthy and refreshing experience for Malaysians. Boasting the same great taste, F&N SEASONS redesigned the

packaging of its original ice lemon tea flavour in June, with plans to update the remaining flavours in the following months. In celebration of the new packaging rollout, F&N SEASONS joined forces with Lotus to engage shoppers through a series of in-store roadshows from June till November.

READY-TO-DRINK GREEN TEA: OYOSHI

Malaysia's favourite green tea brand, OYOSHI, was back in action by sponsoring the Japan Expo Malaysia 2023, the largest Japanese expo, attracting an estimated 120,000 fans over three days. As the proud sponsor of this highly anticipated event, OYOSHI interacted with consumers at drink stations, providing sampling and sales opportunities. OYOSHI also delighted attendees at the annual Bon Odori Festival, offering high quality Japanese green tea brewed using signature recipes to deliver an authentic Japanese flavour.



**F&N SEASONS,
OYOSHI & F&N**
No. 2 Tea Brands in Malaysia



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BEVERAGES SINGAPORE:

In the face of challenging and competitive market conditions, Singapore has maintained its leading market positions in core beverage categories – 100PLUS in Isotonic, F&N NUTRISOY in Soya and F&N ICE MOUNTAIN in Water.

ISOTONIC: 100PLUS

Specially created in 1983 to commemorate the Group's centennial, 100PLUS remains Singapore's No.1 isotonic brand. It continues to lead the way in promoting an active lifestyle and sports development.

As a longstanding hydration partner for major sporting events in Singapore, 100PLUS continued its support for the STANDARD CHARTERED SINGAPORE MARATHON, GREAT EASTERN WOMEN'S RUN, OCBC CYCLE and SAFRA ARMY HALF MARATHON. This year, 100PLUS extended its reach by sponsoring the inaugural TOUR DE FRANCE PRUDENTIAL SINGAPORE CRITERIUM.

Since its re-introduction to the F&B scene in May 2022, 100PLUS ACTIVE has experienced accelerated sales and gained market share in the non-carbonated isotonic segment. This year, 100PLUS continued to excite consumers with the launch of 100PLUS PRO High Protein in September. Formulated with vitamins B3, B6 and B12, protein, BCAA and electrolytes, this all-in-one functional drink not only provides hydration, but also supports muscle repair and recovery. Packed in 500ml PET bottles, this non-carbonated flavoured drink is now available across sports centers and major supermarkets in Singapore. 100PLUS PRO High Protein is also available in Malaysia.

WATER: F&N ICE MOUNTAIN

F&N ICE MOUNTAIN continues to maintain its position as Singapore's leading water brand, led by its Still and Sparkling water segments. The elevated awareness of sustainability has also driven the growth of F&N ICE MOUNTAIN sustainable packaging options and has boosted sales of our still water range in paper cartons and aluminium cans. In line with the growing trend toward healthier beverages and the introduction of Nutri-Grade in Singapore – F&N ICE MOUNTAIN range offers a Nutri-Grade "A" healthier beverage option for consumers to enjoy.



NEW
100PLUS PRO HIGH PROTEIN

FUEL YOUR PERFORMANCE AND RECOVERY[^]

Rehydrate | Repair* | Re-energize

BCAA 2g
for muscle
recovery

Vit B3
helps with
energy release



Protein 10g
for muscle
support

ELECTROLYTES
helps maintain
water balance

100PLUS

Remains Singapore's
No. 1 Isotonic Brand

F&N ICE MOUNTAIN

Is the No. 1 Water Brand in Singapore



ဦးပြည့်စုံသော ပေါင်းစပ်မှု



F&N NUTRISOY

Is the No. 1 Soya Milk Brand in Singapore

CARBONATED SOFT DRINKS: F&N SPARKLING DRINKS

Known for its fun and exciting flavours, F&N Fun Flavours carbonated drinks have been beloved for generations. This year, similar to Malaysia, a fresh packaging design for F&N Fun Flavours was also rolled out in Singapore.

In addition to F&N's classic flavours, its premium sparkling range caters to consumers who are looking for contemporary and sophisticated flavours. Currently available in two delicious flavours – Lemonade and Pink Grapefruit – this refreshing range is also certified "Healthier Choice".

SOYA: F&N NUTRISOY

F&N NUTRISOY remains the undisputed No.1 best-selling soya milk brand in Singapore, offering a wide range of fresh soya milk options for consumers. Beyond its delicious taste, F&N NUTRISOY is fortified with healthier ingredients, making it ideal for those pursuing a healthier and more mindful lifestyle. This year, F&N NUTRISOY introduced updated packaging for its entire fresh soya milk range, complemented by social media communications efforts to create awareness in the market.

F&N NUTRISOY continued to raise brand visibility and awareness of its range of vegan-friendly soya milk in Singapore. This wholesome range of fresh soya milk is not only rich in plant-based protein, but also boasts a low glycemic index, high calcium content, vitamin D3, natural lactose-free and cholesterol-free properties, and a low level of

saturated fat. It is the sole vegetable source that has all the nine essential building blocks of protein found only in foods. Certified as heart-friendly by the Singapore Heart Foundation and carrying the Healthier Choice Symbol accorded by the Health Promotion Board, it is also halal-certified.

BEVERAGES MYANMAR:

BEER: EMERALD BREWERY MYANMAR LIMITED ("EBML")

In FY2023, EBML achieved strong financial results, marked by double-digit growth in CHANG beer sales, thereby solidifying our market presence in Myanmar. This impressive performance not only reflected the success of our market strategies but also underscored the increasing demand for our products.

To meet the growing demand for CHANG beer, EBML successfully completed Phase 3 of its brewery expansion project in 2023. This strategic initiative significantly increased our production capacity, ensuring that we are well-equipped to satisfy the increasing demand for our products.

Despite these impressive achievements, our earnings were adversely impacted by unfavorable foreign exchange rates and elevated input costs. Nevertheless, EBML remains steadfast in navigating these challenges with resilience and innovation.

Building upon this strong financial performance, EBML continued to strengthen brand equity for CHANG beer in FY2023. To this end, EBML rolled out various marketing campaigns, including the nationwide initiative,

WIN MORE WITH CHANG, which provided consumers with opportunities to win cash prizes and enjoy complimentary CHANG beer. Supported by a comprehensive 360-degree marketing campaign that spanned outdoor, digital and print advertising, as well as point-of-sale advertising both off- and on-premise, this initiative significantly enhanced the visibility of CHANG beer and strengthened EBML's market reach.

CHANG sustained its brand-building momentum locally with the launch of THE PERFECT COMBINATION campaign, leveraging its five-year partnership as the Official Beer Partner of Leicester City Football Club. This strategic collaboration further solidified CHANG's reputation as the preferred beer among football fans, supported by a strong social media presence and eye-catching drive-through banners and posters.

CARING FOR THE COMMUNITY

At EBML, community support has become an integral part of our business philosophy. During the Thadingyut festival, EBML distributed CHANG Solar Lanterns – an eco-friendly lighting solution. These lanterns not only illuminated the festivities but also served as a sustainable lighting source during power shortages in Myanmar.

In our continuous commitment to community engagement, EBML has also undertaken various initiatives, including the construction of a nunnery school to support an orphanage, the establishment of a medical clinic, as well as the installation of solar panels in a monastery. EBML also provided essential aid to those impacted by Cyclone Mocha. To alleviate the impacts of inflation and the rising cost of living, EBML distributed daily necessities such as rice and cooking oil to its employees over a three-month period. The Group will continue to do our part in supporting the community and ensuring that no one is left behind.