

# OTHER MARKETS

INDONESIA • MYANMAR • THAILAND (SOFT DRINKS)

**100PLUS**

Continued its Support  
for Sporting Events  
in Thailand

**F&N MAGNIVA**

Introduced a Sterilised  
Milk Variant in Indonesia



## Enhancing Capabilities TOGETHER

Despite supply chain and inflationary 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 in the SEA region. Our strategy moving forward involves continuing to drive growth by investing in our brands and enhancing our route-to-market capabilities. Alongside our organic growth strategy, we will actively seek value- and capability-enhancing acquisitions.

### (A) INDONESIA

Our subsidiary, PT Yoke Food Industries Indonesia ("PT YFII"), encountered challenges stemming from inflationary pressures and reduced festive demand due to unfavorable consumer sentiments. Despite these tough market conditions, PT YFII's resilience and adaptability allowed the Group to achieve a commendable performance in FY2023.

PT YFII's core brands, DAYDAY and UNIFRESH, played a pivotal role in our Indonesian business as they recorded a strong performance in FY2023. Despite stringent regulations affecting F&N's canned milk supply in Indonesia due to imported milk quotas, F&N evaporated milk continued to deliver positive results.

In December 2022, PT YFII capitalised on the growth of the ready-to-drink milk segment by introducing F&N MAGNIVA Sterilised Milk to the Indonesian market. This launch was accompanied by a comprehensive 360-degree marketing campaign, including online advertising on social media, in-store and outdoor activations, as well as extensive product sampling nationwide. To raise brand awareness and encourage product trials, F&N MAGNIVA collaborated

with Grab Car, offering this sterilised milk to passengers during their rides. This activation successfully reached over 1,000 passengers within the first three months of its launch.

PT YFII participated in two major expos in the year – Food Hotel Indonesia and SIAL Interfood Expo – with the goal of expanding F&N's presence in the canned milk segment within the food services and HoReCa channels. In addition, to further increase brand visibility, PT YFII also participated in regular cooking demonstrations at

selected modern trade outlets to promote canned milk applications.

To date, our product range, including 100PLUS, F&N canned milk, TEAPOT, DAYDAY, F&N SEASONS Asian Drinks range, F&N MAGNIVA, UNIFRESH, and SUNKIST, is available in over 24 major cities. PT YFII remains committed to investing in our brands, with a continued focus on long-term growth through extending our route-to-market, optimising our portfolio mix, strengthening marketing capabilities, and enhancing people development.





## OTHER MARKETS

Indonesia • Myanmar • Thailand (Soft Drinks)

### (B) MYANMAR

FY2023 proved to be a challenging year for Myanmar. While economic conditions stabilised during the first half of the year, ongoing impacts from strict import regulations, foreign currency remittance issues, and currency depreciation continued to affect businesses in the country. To overcome these challenges, F&N adjusted its business model and

proactively sought opportunities to improve financial performance.

In this volatile environment, F&N continued to channel its resources in building brand relevance for 100PLUS and TEAPOT.

100PLUS continued to solidify its position as the preferred beverage for consumers leading active and healthy lifestyles. The isotonic brand maintained its sponsorship of sports-related events such as the PUN HLAING COUNTRY CLUB'S ANNUAL

GOLF TOURNAMENT and STAR CITY MINI MARATHON 2023, successfully generating trial opportunities and maintaining brand awareness.

TEAPOT remained dedicated to strengthening its relationships with top tea shop operators across Myanmar. Through successful partnerships with major tea shop operators and distributors, TEAPOT increased its product visibility and expanded its on-premise presence, reinforcing its leadership in the canned milk market.

**100PLUS**

**THIRST FOR MORE**

**REFRESHING HYDRATION WITH ELECTROLYTES**

**F&N**

**5 ELECTROLYTES ISOTONIC FORMULA**

**Na<sup>+</sup> K<sup>+</sup> Ca<sup>2+</sup> Cl<sup>-</sup> PO<sub>4</sub><sup>3-</sup>**







**F&N Sarsi**  
Rolled out a new pack size in Thailand



### (C) THAILAND (SOFT DRINKS)

100PLUS continued to enhance its unique position as a healthy carbonated beverage through effective marketing campaigns nationwide. As an advocate for active and healthy lifestyles, 100PLUS sponsored several running events, including the BURIRAM MARATHON 2023 and

KHAO YAI MARATHON RUN. These sponsorships engaged over 30,000 participants, successfully generating trial opportunities and sustaining brand awareness. 100PLUS also extended its support to national sports associations, such as the HI-TECH BASKETBALL CLUB and the T-THAILAND BADMINTON TEAM.

F&N Sarsi, our popular flavored carbonated soft drink, maintained its brand-building momentum through point-of-purchase media and in-store promotions designed to encourage

trial and repeat purchases. In March, F&N Sarsi introduced a new 325ml can size for purchase in 7-Eleven stores nationwide. To drive consumption, the campaign utilised thematic key visuals, point-of-sales materials, and social media engagement. Supported by over 100 key opinion leaders on TikTok, the campaign achieved an estimated reach and engagement rate of 235K and 345K, respectively. F&N Sarsi was gradually introduced to traditional trade, expanding the presence of this beloved beverage in Thailand.