

BEVERAGES

MALAYSIA • SINGAPORE • MYANMAR



BEVERAGES MALAYSIA

In FY2024, Beverages Malaysia, our largest soft drink market, demonstrated remarkable resilience amidst economic headwinds and shifting consumer preferences. Our flagship brands — 100PLUS, F&N Fun Flavours, F&N SEASONS, and OYOSHI — delivered robust performance, achieving sustained growth across key metrics, including volume, sales, earnings, and margins. This strong performance underscored the strength of our portfolio and our ability to navigate a dynamic market environment.

Our success was driven by a combination of innovation, targeted consumer engagement, and operational

excellence. We introduced new product variants and enhanced existing lines to cater to the rising demand for healthier, more functional beverages, capitalising on the increasing trend toward wellness-focused lifestyles. Our emphasis on product quality and continuous product refreshes has fortified our position in the market, while our targeted marketing initiatives have strengthened brand equity.

In particular, our flagship brand 100PLUS continued to lead the isotonic drink category, while F&N Fun Flavours and F&N SEASONS have maintained strong traction in the carbonated soft drink and Asian drink segments, respectively. Meanwhile, OYOSHI, our ready-to-drink green tea brand, has tapped into the growing consumer preference for natural and refreshing beverages.





Seasonal campaigns and festive promotions have also successfully amplified brand visibility, driving greater consumer engagement and loyalty. These initiatives have allowed us to capture incremental market share during key consumption periods, enhancing our competitive advantage.

Looking ahead, we are committed to driving sustainable growth through continuous innovation, efficiency improvements, and digital transformation in our operations. By leveraging data analytics and consumer insights, we aim to anticipate market trends and further align our product offerings with evolving consumer preferences. Our unwavering focus on sustainability, health, and wellness will remain at the core of our strategy as we strive to deliver value to consumers, stakeholders, and communities.

1

100PLUS
No. 1 Isotonic & Carbonated Soft Drink Brand in Malaysia



ISOTONIC: 100PLUS

100PLUS, the flagship brand of F&N and Malaysia's leading isotonic and carbonated soft drink, solidified its position as a champion of active lifestyles and sports development in 2024. The brand played a pivotal role in supporting national athletes at various prestigious sporting events, providing essential hydration and underscoring its commitment to health and wellness. Its long-standing sponsorship of the Sportswriters Association of Malaysia Awards, ongoing since 2006, further highlighted 100PLUS's dedication to promoting sports excellence nationwide.

BEVERAGES



In 2024, 100PLUS expanded its support for significant sporting events, including the POWERMAN 2024, REDLINE FITNESS GAMES, SRIXON JUNIOR GOLF CHAMPIONSHIP, SUKMA XXI SARAWAK, and PARA SUKMA XXI SARAWAK. As the exclusive Official Beverage Sponsor, 100PLUS ensured athletes remained hydrated, reinforcing its legacy of nurturing a passion for sports among Malaysians.

During the holy month of Ramadan, 100PLUS collaborated with MYDIN to distribute traditional spiced porridge alongside 100PLUS ACTIVE, offering refreshment to travellers during this festive season. The brand's "PASTI STEDI" campaign emphasised its role in energising consumers throughout Ramadan and Raya, achieving recognition as one of the Top 10 Raya TVCs of 2024 at the Expert Choice Awards — an impressive milestone for 100PLUS. Additionally, the brand secured the esteemed Gold Winner accolade at the Putra Brand Awards, further solidifying its status as one of Malaysia's most cherished brands.

Embracing innovative marketing strategies, 100PLUS leveraged AI and social media to engage effectively with consumers. The "BRING IT HOME" campaign encouraged

consumers to share their purchasing experiences on platforms such as Instagram and Facebook, increasing brand visibility and interaction. It also utilised augmented reality to enhance consumer engagement. In celebration of Chinese New Year, the brand launched a special edition gold can adorned with a dragon, symbolising prosperity and vitality. This campaign featured a captivating 3D digital billboard near Kuala Lumpur City Centre, where a classic can transformed into a gold version as a dragon swooped in, creating an engaging experience for the public. Additionally, an AR dance experience allowed consumers to interact with a virtual character by scanning designated 100PLUS cans, adding a fun and interactive dimension to the brand experience.

Since its launch, 100PLUS PRO High Protein has achieved remarkable market acceptance. This variant, formulated for sports enthusiasts, contains electrolytes, vitamin B, protein, and BCAA to support muscle recovery and repair. In response to growing consumer demand, 100PLUS expanded its Zero Sugar range by introducing alternate packaging options, including a new 325ml can size, catering to the preferences of consumers seeking convenient and healthier beverage choices.





CARBONATED SOFT DRINKS: F&N FUN FLAVOURS

Since launching its vibrant new packaging in 2023, F&N Fun Flavours has revitalised its market presence with the “RASA PASTI Gempak” campaign. Aimed at Malaysia’s youth, this initiative positions F&N’s popular carbonated drink as essential for celebrations.

The campaign’s tagline, meaning “FLAVOUR THAT DEFINITELY ROCKS”, captured the refreshing experience with every sip. By integrating local culture, F&N Fun Flavours fostered a sense of community, encouraging consumers to share unique recipes and celebrations on social media.

With eye-catching advertisements, F&N enhanced its appeal as a festive staple. The drinks were widely available at leading supermarkets, e-tailers, and the F&N Life online store, making it easy for consumers to join the fun. Through “RASA PASTI Gempak”, F&N Fun Flavours inspired creativity and joy for every occasion.



BEVERAGES



F&N SEASONS

F&N SEASONS continues to lead the ice lemon tea segment, consistently delivering on consumer satisfaction and product innovation. Known for its refreshing taste, F&N SEASONS Ice Lemon Tea has remained a favorite among consumers, especially after the November 2023 relaunch, which introduced a new 1.5L take-home pack size to cater to growing in-home consumption trends.

In 2024, the brand further strengthened its presence with the launch of a 360-degree marketing campaign, “JOM SEGARKAN DENGAN

SEASONS”, aimed at boosting brand awareness. The campaign’s vibrant and youthful thematic advertisements resonated with its target audience, further entrenching F&N SEASONS in the market.

Addressing the rising demand for healthier options, F&N SEASONS introduced a limited-edition Zero Sugar variant as part of its wellness-focused initiative, “JOM SIHAT, KEKAL CERGAS”. This product innovation allowed consumers to enjoy the same great taste of F&N SEASONS Ice Lemon Tea without the added sugar, reinforcing F&N’s commitment to providing health-conscious beverage choices.

READY-TO-DRINK GREEN TEA: OYOSHI

OYOSHI, one of Malaysia’s leading green tea brands, continues to gain popularity with its premium range of green tea beverages. In celebration of the Lunar New Year, OYOSHI introduced a limited-edition Original Green Tea flavour in a 250ml Tetra Pak format. The packaging featured OYOSHI’s iconic Neko Cat, symbolising good fortune, enhancing the brand’s festive relevance during this important cultural occasion.

OYOSHI also strengthened its market presence through key sponsorships of cultural events. This year, the brand





sponsored the Nihon Matsuri, an eight-day Japanese festival that attracted thousands of attendees. As the official beverage sponsor, OYOSHI engaged festival-goers by offering samples and creating sales opportunities at dedicated drink stations. Additionally, OYOSHI sponsored the popular Bon Odori Festival, delighting participants with authentic Japanese green tea brewed to perfection using OYOSHI's signature recipes, delivering a genuine taste of Japan.

WATER:
F&N ICE MOUNTAIN AND BORNEO SPRINGS

F&N is committed to sustainability, a principle that is reflected in our premium hydration solutions, F&N ICE MOUNTAIN and BORNEO SPRINGS. Both brands play a key role in our sustainability initiatives by utilising recyclable packaging, demonstrating our dedication to reducing plastic waste and promoting environmental stewardship.

This year, we reinforced our sustainability efforts through a partnership with Resorts World Genting ("RWG"). We supplied BORNEO SPRINGS to a segment of the Genting International Convention Centre, helping RWG minimise single-use plastic consumption while ensuring high-quality hydration for their guests.

With both F&N ICE MOUNTAIN and BORNEO SPRINGS presented in recyclable packaging, we underscore our commitment to fostering a healthier planet for future generations. This dedication to sustainability not only enhances our product offerings but also aligns with our overarching goal of environmental responsibility.

BEVERAGES SINGAPORE

Despite challenging and competitive market conditions, Beverages Singapore has maintained its leadership across core beverage categories, with 100PLUS dominating the isotonic segment, F&N NUTRISOY leading in soya milk, and F&N ICE MOUNTAIN as a top player in the water category.

ISOTONIC:
100PLUS

100PLUS, Singapore's No.1 isotonic brand, has continued to solidify its leadership position by enabling active lifestyles and championing sports development. In addition to its longstanding role as a hydration partner for major sporting events like the STANDARD CHARTERED SINGAPORE MARATHON, OCBC CYCLE, and the TOUR DE FRANCE PRUDENTIAL SINGAPORE CRITERIUM, 100PLUS has expanded its reach through strategic digital initiatives.

In an increasingly digital age, 100PLUS has leveraged online platforms to maintain and grow its competitive reach. Through engaging digital content and partnerships with influencers, the brand has effectively tapped into younger demographics that are highly active on platforms like Instagram and TikTok. Campaigns showcasing 100PLUS as a must-have for post-exercise recovery

have generated significant social media engagement, reinforcing the message of hydration, performance, and health.

This year, the brand took another step forward with the launch of 100PLUS PRO High Protein, broadening its portfolio to target fitness enthusiasts with specific recovery needs. The brand's sponsorship of HYROX, the world's fastest-growing fitness race, underscored its role in sports recovery.

Amid rising temperatures and growing awareness of heat strain, 100PLUS partnered with NUS Project HeatSafe to develop the 100PLUS Isotonic Slushy, which was launched with considerable fanfare across social media platforms. This innovative product, available at Sentosa Beach Station's Cheers store, not only provided relief from Singapore's heat but also responded to the demand for healthier options, with a Nutri-Grade B rating. The product's lower sugar content and high electrolyte formulation make it a more effective solution for hydration compared to traditional sweetened beverages, further cementing the brand's position as a leader in functional, health-focused drinks.

By capitalising on digital marketing and continuing to associate itself with fitness, 100PLUS has reinforced its competitive reach. This approach ensures the brand remains top-of-mind for both athletes and health-conscious consumers, while also enabling it to penetrate new market segments within Singapore's dynamic beverage landscape.



BEVERAGES

WATER:
F&N ICE MOUNTAIN

F&N ICE MOUNTAIN continues to lead Singapore’s water category, bolstered by its Still and Sparkling water ranges. The growing emphasis on sustainability has driven the demand for F&N ICE MOUNTAIN’s eco-friendly packaging options, such as paper cartons and aluminium cans, boosting sales in the still water segment.

In August, F&N ICE MOUNTAIN launched a refreshing lychee-flavoured sparkling water. This guilt-free beverage contains zero sugar, zero calories, and is free of artificial sweeteners and coloring. Certified as a Healthier Choice product and graded Nutri-Grade A, the new lychee variant offers a fizzy, fruity experience without compromising on health benefits.



1
F&N ICE MOUNTAIN
No. 1 Water Brand in Singapore

2
F&N FUN FLAVOURS
No. 2 Carbonated Soft Drink Brand in Singapore



FOR GREAT COMPANY

CARBONATED SOFT DRINK:
F&N FUN FLAVOURS

F&N Fun Flavours, known for its vibrant and exciting taste profiles, remains a staple during festive occasions such as Chinese New Year and Hari Raya. Despite intense competition in the carbonated soft drink market, F&N Fun Flavours continues to hold its position as Singapore’s leading non-cola carbonated soft drink brand.



The Perfect Harmony of
Soya and Black Sesame.

Made with real black sesame, NutriSoy Kurogoma is high in plant protein and vegan friendly.



PASTEURISED SOYA: F&N NUTRISOY

For over 25 years, F&N NUTRISOY has been Singapore's leading pasteurised soya milk brand. The brand consistently evolves its offerings to align with changing consumer preferences and health trends, providing nutritious, plant-based alternatives.

In March, F&N NUTRISOY delighted consumers with the limited-edition Fresh Soya Milk Kurogoma with Black Sesame. This vegan-friendly, high-protein beverage, made with real black sesame seeds and non-GMO soya beans, is packed with calcium and vitamin D3. It is also cholesterol-free, with no added preservatives or coloring, and has been certified as heart-friendly by the Singapore Heart Foundation.

BEVERAGES MYANMAR

BEER: EMERALD BREWERY MYANMAR LIMITED ("EBML")

Since re-entering Myanmar's beer market in 2019, EBML has steadily built its presence through strategic investments and operational resilience. The recent expansion of our brewery significantly boosted production capacity, enabling us to meet the growing demand for our products. In FY2024, despite the challenging operating environment, EBML delivered commendable financial results, supported by higher beer volumes and sales. These accomplishments have reinforced EBML's market position and highlight its pivotal role in the Group's growth strategy in Myanmar.

EBML continued to focus on strengthening brand equity for CHANG beer throughout FY2024. Our marketing initiatives included the nationwide campaign, "LUCKY CASH WITH CHANG", which offered consumers opportunities to win cash prizes and enjoy complimentary CHANG beer. This initiative was

supported by a comprehensive 360-degree marketing strategy that encompassed outdoor, digital, and print advertising, along with point-of-sale promotions both on- and off-premise.

To drive digital growth, EBML leveraged social media platforms and online marketing strategies to engage younger audiences and expand our digital footprint. By utilising targeted ads and interactive content, we have successfully increased brand awareness and consumer engagement, enhancing our competitive position in the market. These efforts significantly enhanced the visibility of CHANG beer and expanded EBML's market reach competitively in Myanmar's beverage landscape.

In May, EBML continued its brand-building momentum with the launch of TAPPER Strong Beer. Brewed with the finest malt whisky from Scotland, TAPPER Strong Beer boasts an alcohol content of 6.9% per 500ml can. Its unique whisky flavour targets the growing demand for high-alcohol beers in the country. To encourage product trials, we implemented an extensive sampling program at 300 locations across Myanmar, receiving a positive response from consumers.

