

# OTHER MARKETS

INDONESIA • THAILAND (SOFT DRINKS)



We are actively broadening distribution for our core brands – 100PLUS, F&N Sparkling Drinks, and TEAPOT – especially in SEA. Our growth strategy focuses on investing in our brands, improving market access, and pursuing value-added acquisitions to enhance our capabilities that add value.





  
**100PLUS  
ACTIVE**  
is now available  
in Indonesia



## INDONESIA

Our subsidiary, PT Yoke Food Industries Indonesia (“**PT YFII**”), faced significant challenges this year due to inflationary pressures and decreased festive demand, driven by weakened consumer sentiment and intense market competition. Despite these obstacles, PT YFII demonstrated remarkable resilience and adaptability, contributing to the Group’s strong performance in FY2024. The core brands, DAYDAY and UNIFRESH, continued to play a pivotal role in our Indonesian operations. While regulatory changes affected F&N’s canned milk supply, our evaporated milk performed well, highlighting our ability to navigate market challenges effectively.

In May, PT YFII strategically entered the isotonic drink segment with the launch of 100PLUS ACTIVE in Indonesia. This non-carbonated version of 100PLUS Original is tailored to the growing fitness community, offering hydration, replenishment, and energy. Fortified with vitamins B6 and B12, 100PLUS ACTIVE supports after-sports recovery. The launch was promoted through a comprehensive digital marketing campaign, featuring online advertising, social media engagement, and extensive product sampling in key cities across Indonesia. Within two months of its launch, the product achieved distribution in 22,000 outlets through eight major national key accounts and large traditional retail channels. To enhance brand awareness, we collaborated with prominent influencers, extending the product’s reach to a wider audience.





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To further strengthen our competitive position in the canned milk segment within the food services and HoReCa channels, PT YFII participated in the Food Hotel Indonesia event at Jakarta International Expo. This platform provided visibility and opportunities for product sampling, showcasing diverse

uses of F&N canned milk in cooking and desserts.

Currently, our product portfolio, including 100PLUS, F&N canned milk, F&N Fun Flavours, TEAPOT, DAYDAY, F&N SEASONS Asian Drinks, F&N MAGNIVA, UNIFRESH, and SUNKIST, is available

in over 24 major cities. PT YFII remains committed to investing in our brands and expanding our market reach through enhanced route-to-market strategies, digital initiatives, portfolio optimisation, strengthened marketing capabilities, and talent development.







## THAILAND (SOFT DRINKS)

In Thailand, 100PLUS leveraged its competitive reach and digital marketing to solidify its position as a leading healthy carbonated beverage. By refreshing visuals at key venues like the Happy & Healthy Bike Lane and True Arena Sports Club, 100PLUS capitalised on high-visibility sporting events, to align the brand with active lifestyles. This approach was further amplified at major events, including the BURIRAM MARATHON 2023 and WWT THAILAND OPEN 2024, which engaged over 30,000 participants and strengthened the brand's presence across traditional and modern trade channels.

Digital engagement was pivotal in these campaigns. 100PLUS utilised online platforms to promote its brand, effectively blending traditional marketing

with social media campaigns, ensuring extensive reach across multiple digital touchpoints. This aligned with the brand's broader strategy to drive growth through digital channels, a key focus for ensuring long-term market penetration.

For F&N Sarsii, the "TURN RIGHT, AND SARSII WAITS" campaign showcased a blend of competitive positioning and digital innovation. Through a combination of thematic visuals, point-of-sale activations, and social media engagement, the campaign garnered over 40,000 engagements, further strengthening its presence in traditional trade channels. The campaign's success underscored F&N's ability to connect with consumers through digital-first strategies, enhancing Sarsii's presence across Thailand.