FGV Emerges as a National Food Security Company, Championing the Agenda with KedaiFGV.com Launch

SERDANG, 14 July 2024 – FGV Holdings Berhad (FGV) is taking a bold step forward, solidifying its role as a champion for the National Food Security Agenda through one of its initiatives – the launch of KedaiFGV.com. This online platform signifies FGV's transformation into a robust National Food Security Company, leveraging the power of digital commerce to deliver high-quality local produce directly to Malaysians.

KedaiFGV.com serves as a cornerstone of FGV's commitment to ensuring a stable, secure supply of high-quality and nutritious food products at affordable prices for the nation. This initiative aligns with FGV's vision of delivering sustainable foods and agriproducts to the world. KedaiFGV.com leverages innovation and technology, a key pillar of FGV's Sustainability Framework, to promote exploration of sustainable solutions for a more secure future.

This one-stop online marketplace offers a comprehensive selection of trusted FGV food brands, including SAJI, ADELA, SERI PELANGI, GULA PRAI, LADANG'57 and BRIGHT COW. By providing convenient access to locally-sourced products, KedaiFGV.com empowers Malaysians to actively participate in strengthening the National Food Security Agenda through their everyday purchases.

The official launch, held at Festival FGV in conjunction with Hari Peneroka FELDA 2024 at Malaysia Agro Exposition Park (MAEPS), Serdang, was officiated by YAB Dato' Seri Anwar Ibrahim, Prime Minister of Malaysia. This act underscores the government's support for FGV's national food security initiatives.

KedaiFGV.com offers a user-friendly online platform, for a seamless and hassle-free shopping experience. From household cooking ingredients to rice, dairy products and fresh produce, KedaiFGV.com prioritises swift delivery, with next-day service through partnerships with integrated last mile delivery solutions providers ensuring products arrive promptly and maintain their quality.

Complementing FGV's existing retail presence, KedaiFGV.com is dedicated exclusively to FGV products. The platform prioritizes affordability, offering competitive prices on a wide range of grocery items that are often lower than those found in traditional retail stores. Moreover, KedaiFGV.com features specially curated food baskets and bundles at promotional prices, providing additional savings opportunities for its customers.

"KedaiFGV.com marks a turning point for FGV. As a National Food Security Company, we're

embracing innovation to empower Malaysians with convenient access to high-quality, locally-sourced food. This not only enhances customer satisfaction but also strengthens our nation's food security. KedaiFGV.com is the first step in a long-term vision, paving the way for physical stores and sustainable agricultural practices that will ensure a secure and prosperous food future for generations to come," said Dato' Nazrul Mansor, Group Chief Executive Officer of FGV.

Projecting significant revenue contributions this year, KedaiFGV.com is poised to become a major force in Malaysia's food security landscape. By ensuring a stable supply of high-quality, locally-sourced produce, KedaiFGV.com plays a vital role in promoting sustainable agricultural practices and fortifying Malaysia's food security for the future. Visit KedaiFGV.com to explore our products and support Malaysia's journey towards food security.

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