FGV Expands Reach of Its Dairy Brand, Bright Cow to 5,000 New Locations

LINGGI, 6 July – FGV Holdings Berhad (FGV) is expanding the reach of its dairy products brand, *Bright Cow* to 5,000 new retail locations across the nation through the appointment of its new distribution agents.

The official appointment of the agents was inked through the signing of the Memorandum of Agreement (MOA) between FGV Dairy Industries Sdn Bhd (FGVDI), a subsidiary of FGV Holdings Berhad together with Bexpress Marketing Sdn Bhd, ARTY Foods Sdn Bhd and DPO Malaysia Sdn Bhd. FGVDI was represented by Dato' Iszhar Ibrahim, the company's Chief Executive Officer, while his counterparts were Bee Zhang Long, Executive Director of Bexpress Marketing Sdn Bhd, Raymond Teoh and Andy Yap, Managing Directors of ARTY Foods Sdn Bhd, as well as Inneke F Tjakradidjaja, Chief Commercial Officer of DPO Malaysia Sdn Bhd.

Dato' Iszhar Ibrahim, CEO of FGVDI (second from right) celebrating the latest milestone for Bright Cow with newly appointed distribution partners.

Bright Cow made its entry into the local dairy market in 2020, offering a range of milk-based products such as fresh milk, flavoured kefir and milk yogurt, yogurt drinks, and cheese products.

"With these new partnerships, *Bright Cow* products will be able to gain more brand visibility given the wider reach. Our distribution partners were carefully chosen based on their logistical capabilities and the extensiveness of their supply chain, particularly in the retail network. *Bright Cow* products will now be available in more than 5,000 retail outlets as we aim to leverage on our distributors' contacts to bring our dairy brand to greater heights. Thus, we foresee a double digit growth in sales for our dairy business in 2024," said Dato' Nazrul Mansor, Group Chief Executive Officer of FGV.

As Malaysia's premier food and agribusiness company, FGV is fully committed to meeting the surging demand for dairy products in the market by developing new, innovative and nourishing offerings. By being one of the key food players in Malaysia, FGV aims to play a significant role in the country's national food security agenda by bringing high quality and nutritious food products at affordable prices to all Malaysians.

Previously being only available in selected stores such as Aeon, Village Grocer, Mydin, Ben's Independent Grocer and Mercato, consumers can now get their own *Bright Cow* products from more retail locations such as Jaya Grocer, Isetan, FamilyMart, CU Mart, myNews, PETRONAS Mesra stores, Shell Select stores, NSK Grocer, Lulu Hypermarket, Billion Supermarket, and HeroMarket, among others.

"Customers today are more well-informed and conscious about the nutritional aspects of the food they consume, leading to a rise in demand for healthier variants in the dairy segment. We are also working closely with nutritionists from Universiti Putra Malaysia (UPM) to continue to develop and innovate our *Bright Cow* products and we look forward to introducing our new dairy offerings to the market in the third quarter of 2023," Dato' Nazrul added.

Located in Linggi, FGV's dairy farm houses more than 200 cows and is currently processing 1 million litres of fresh milk annually. The farm's location which is near to focused consumer areas such as Kuala Lumpur, Selangor, and Putrajaya, enables the fresh milk to reach its market destinations within 24 hours. Our "farm to table" approach guarantees freshness to our consumers, as milk produced in the morning can be enjoyed on the same day.

***Bright Cow* offers a range of milk-based products such as fresh milk, flavoured kefir and milk yogurt, yogurt drinks, and cheese products**

ENDS