

BIG NEWS OF THE MONTH

JUNE & JULY 2023

ISSUES 33

FDI NEWSLETTER

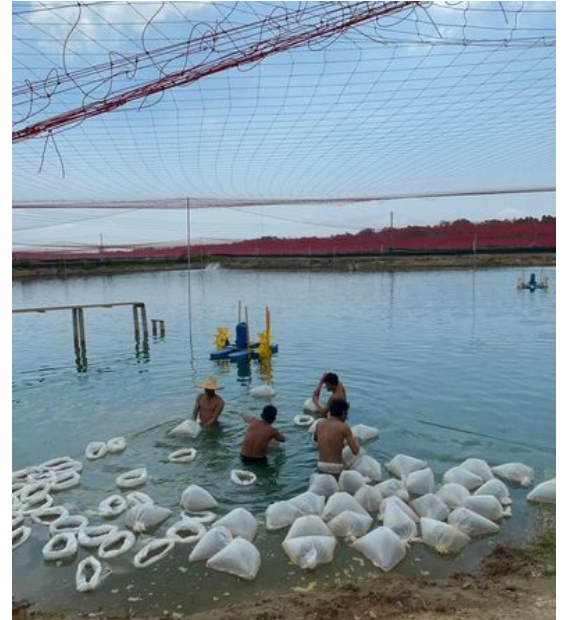
PREPARED BY
CHIONH SHENG HUI



Official Stocking of Shrimp Fry at Pahang Shrimp Farm !



Official Shrimp Postlarvae Stocking Commences at Pahang Shrimp Farm !



20th June 2023 marked a great milestone for our operation team at our Pahang farm. They were able to successfully prepare and stock the farm in just **97 days** since they started operating. Although only **3 ponds** were stocked on that day, the operation team had already prepared more than **20 ponds** ahead of schedule in anticipation of future stockings. By the end of June, they were able to stock **15 ponds** according to the schedule.

The operation team's commitment is to prepare and stock **15 ponds or more every month starting from June**. By achieving this target, we will be able to maintain a consistent output to support our upcoming Frozen Processing Plant for the export market.



"A WORD FROM OUR CHIEF OPERATION OFFICER" - KENNETH CHEW

It gives me immense pleasure to announce that our Pahang farm has successfully transitioned from the preparation phase to production mode. While there are still various preparations underway and we are commencing production in phases, I have complete confidence in my team's ability to achieve the monthly target of **15 ponds**.

As anticipated following our audit on the farm's viability, we have confirmed that the water source is pristine and the soil quality is optimal for shrimp farming. These findings have filled us with great excitement for the upcoming months and the results we expect to achieve.

I would like to express my heartfelt gratitude to all the management and operational personnel. Your exceptional commitment and diligence have been instrumental in making this venture a reality. Thank you for your unwavering dedication to our success.



"Challenges in Consistent Supply of Quality Shrimp Fry"

Upon reaching full production, our operations will encompass **300** production ponds spread across Malaysia. This extensive setup will necessitate an annual procurement of approximately **83,000,000 shrimp fry**. Consistently sourcing high-quality seed has always been a significant challenge for large shrimp farm operators like FDI.



Strategic Partnership with Gertak Sanggol Hatchery



To overcome the fry supply challenge, **FDI** has taken a significant step by establishing a strategic partnership with **Gertak Sanggol Hatchery**, one of the leading hatcheries in Malaysia. This collaboration will provide a reliable and abundant supply of fry for our operations.

Gertak Sanggol Hatchery has an impressive production capacity, capable of producing over **30,000,000 Vannamei fry and 10,000,000 Monodon fry every month**. This exceeds our current demand, ensuring that we have an ample supply of fry for our farm.

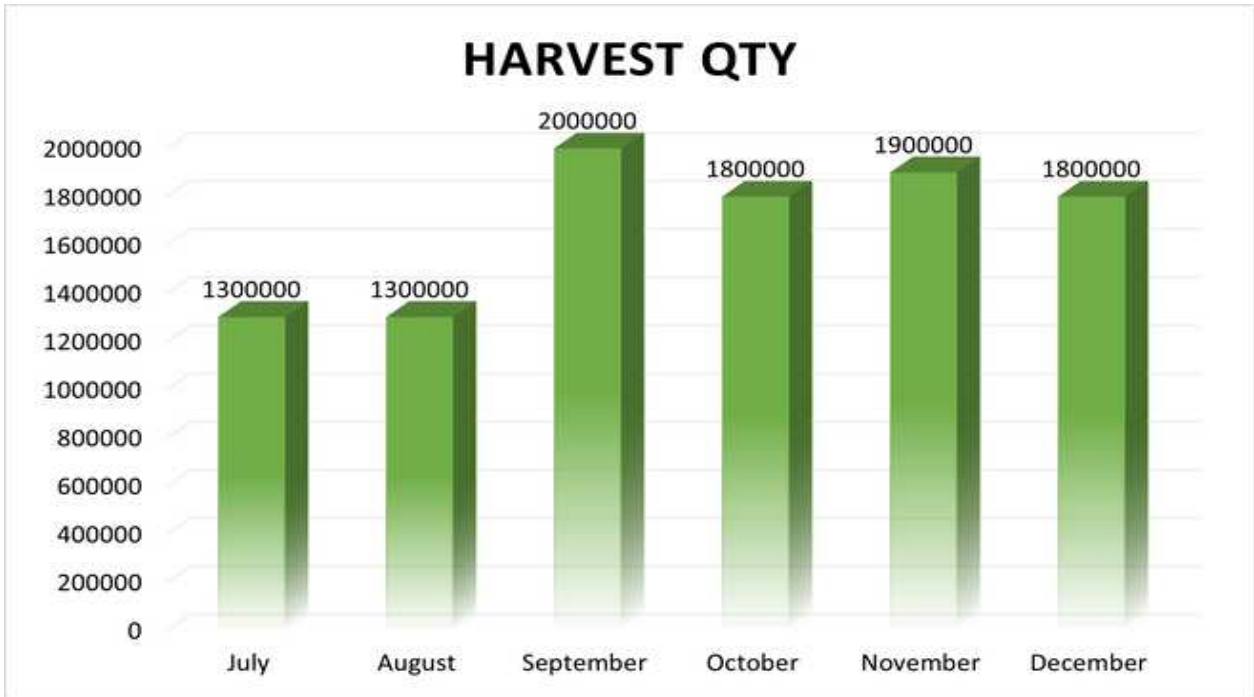
In order to maintain control over the quality of our fry supply, we have also decided to partner with **Gertak Sanggol Hatchery** to import our own Brood Stock from Vietnam. By sourcing our own Brood Stock, we can ensure that the genetic lineage and health of the shrimp are of the highest standards.

This strategic partnership and the inclusion of our own Brood Stock will significantly enhance our fry supply and contribute to the overall success and sustainability of our shrimp farming operations at FDI.

(k) MASB shall be given a priority to ensure and secure the continuous supply of shrimp post larvae of a good and acceptable quality for the purpose of the operational agreement and for the duration of the operational agreement and the Project. The exact quantities to be supplied shall be mutually agreed by the Parties in writing. In order to ensure the uninterrupted and smoothness of the supply, MASB will supply from its own hatchery located in Pantai Bernas, Rompin.

2

"Challenges in Surging Shrimp Farm Production, Faces Customer Dilemma"



Our projections indicate a significant increase in harvest for the upcoming months. In **July**, we anticipate a production of **42 metric tons**, followed by another **42 metric tons in August**. However, the real surge in production is expected in **September**, with a remarkable volume of **52 metric tons**. These projections demonstrate the progress and growth of our operations, positioning us favorably to support our Frozen Processing Plant and meet the export market's demands. The consistent achievement of these production milestones reflects the hard work and dedication of our team, ensuring a bright future for FDI.



EXPAND CUSTOMER BASE

As we prepare to explore the sale of **live shrimp in Singapore**, we recognize the importance of adhering to strict quality standards and maintaining the freshness of our products. We will implement efficient logistics and transportation methods to ensure the live shrimp reach Singapore in optimal condition.



Simultaneously, we understand the significance of capturing the **local market by own packaging**. Through market research and consumer feedback, we will develop packaging solutions that not only preserve the freshness of our shrimp but also cater to the convenience and aesthetic preferences of local customers. Our goal is to create packaging that stands out on store shelves, effectively communicates product information, and enhances the overall customer experience.

In addition to targeting the local market, we are also keen on expanding our presence in **international markets** through frozen shrimp exports. To achieve this, we will invest in advanced freezing technologies that lock in the flavor and texture of our shrimp. We will comply with international food safety standards and regulations, ensuring that our frozen products meet the highest quality standards.

With the exploration of live shrimp sales in Singapore, customized packaging for the local market, and expansion into frozen shrimp exports, our company is poised for growth and diversification.



Upcoming Product Launch: Kampung Chicken



Due to market demand, we have decided to collaborate with **HLY Group** to launch our **Kampung Chicken**.



In response to the growing market demand for **Kampung Chicken**, we are excited to announce our partnership with **HLY Group**. With their excellent reputation and market presence, **HLY Group** is the ideal collaborator as we aim to meet consumer expectations for this traditional delicacy.

Our collaboration will leverage the strengths of both parties, combining market insights and resource integration to achieve broader market coverage and increased sales. With the support of **HLY Group's** extensive distribution network and expertise in market promotion, we will be able to reach a wider consumer base and fulfill their desire for authentic **Kampung Chicken**.

Furthermore, our collaboration with **HLY Group** reinforces our commitment to product quality and sustainability. We will ensure that the sourcing of **Kampung Chicken** meets strict quality standards while prioritizing animal welfare and environmental protection.

Through this collaboration, we are confident in meeting the market demand for **Kampung Chicken** and delivering an unparalleled culinary experience to consumers. We look forward to working closely with **HLY Group** to introduce this exciting product, offering new choices and gastronomic pleasures to the market.

With **Click Pixel** as our trusted partner, we are confident that their expertise in **SEO optimization, social media advertising, social media management, and other digital marketing strategies** will propel **BIG Frozen** to new heights. They will conduct thorough keyword research and implement SEO techniques to enhance our online visibility, ensuring that our products are easily discoverable by potential customers.

Moreover, **Click Pixel's** targeted social media advertising campaigns will effectively reach our desired audience, creating brand awareness and driving engagement. By utilizing precise audience targeting, captivating ad creatives, and strategic campaign management, we aim to generate qualified leads and boost sales.

2

Supercharge Your Marketing with Click Pixel



Through this collaboration, we have set ambitious targets for sales growth. Our goal is to **increase monthly sales by 20%**, soaring from **RM 320,000** to **RM 384,000**. With Click Pixel's expertise and tailored digital marketing strategies, we are confident in achieving these targets and establishing **BIG Frozen** as a leader in the industry.

In conclusion, our partnership with **Click Pixel** promises to revolutionize our marketing efforts and accelerate sales growth for **BIG Frozen**. Their proficiency in **SEO optimization, social media advertising, and management** will enable us to tap into untapped market potential, attract more customers, and achieve remarkable business success.

STAY TUNED FOR MORE UPDATES NEXT MONTH