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DECEMBER 2023

Marrybrown Around the World

We are thrilled to announce Marrybrown's successful launch in Melbourne, Australia, with the opening of our first outlet at Burwood Shopping Centre in May this year. This momentous occasion aligns with our vision to introduce our globally acclaimed brand to diverse communities, offering accessible and delightful dining experiences.

We were honoured to have the Malaysia's Minister of Domestic Trade & Cost of Living grace our grand opening, marking the beginning of an exciting journey as we plan to expand further.

Looking ahead, we have ambitious plans to unveil two more outlets in Melbourne's vibrant cityscape by Q1 2024 at Brimbank Shopping Centre in Deer Park and Melbourne Central.



Marrybrown is expanding its international presence at Addu City, Maldives



Marrybrown opens at Dubai International Airport Terminal One

MB ACHIEVEMENTS



We are proud to share Marrybrown's remarkable achievements this year, as we have been honoured with several prestigious awards.

- World Women Excellent Achievement Award
- International Halal QSR Excellence Award
- Halal International Business Excellence Award 2022

We are humbled and grateful for these esteemed recognitions, which motivate us to continuously raise the bar and exceed expectations. These awards are a testament to the hard work, dedication, and talent of every member of the Marrybrown family.



Datin Nancy Liew receiving World Women Excellent Achievement Award from HRH Tuanku Aishah Rohani Tengku Besar Mahmud, Tuanku Ampuan Besar Negeri Sembilan

International Halal QSR Excellence Award, MB, winner of Halal International Business Excellence Award 2022

MB, winner of Halal International Business Excellence Award 2022

JOURNEY OF GROWTH

At Marrybrown, our four-decade journey of growth and success continues to propel us forward as we aim to double chain-wide sales in the next five years. This ambitious endeavor drives our commitment to open over 100 new restaurants, marking a significant milestone in our expansion strategy.

Central to this growth is our dedication to revamping the dining experience. Our forthcoming interior design overhaul introduces a contemporary ambiance complemented by new product photography, enhanced seating arrangements, and an optimized service counter, promising an elevated and unforgettable dining experience for our customers. Notably, our investment in a state-of-the-art computer-assisted food preparation system aims to reduce service time, ensuring swift and efficient customer service. Moreover, our expansion includes the introduction of drive-thru facilities, mobile ordering, and self-service kiosks, emphasizing our commitment to customer convenience.



MB HIGHLIGHTS



Prime Minister, Dato' Seri Anwar bin Ibrahim visiting MB restaurant



FIM 2023 held at KLCC Convention Centre officiated by Honourable Deputy Prime Minister



Founder Dato' Liew in recognition of Ms. Saw, MB Myanmar franchisee, for her exceptional entrepreneurship



MB Xinjiang, China



MB ranks among the World Top 30 Halal companies within the Organisation of Islamic Cooperation (OIC) member countries



New DC covering all aspects of supply chain management

CORPORATE SOCIAL RESPONSIBILITIES

Marrybrown has always believed in giving back to society, especially to the needy and underprivileged community. Our dedicated teams took the initiative to support the local communities nationwide by sponsoring Marrybrown delicious meals, cash donations and organizing community service activities.



MB's nationwide support and participation in Menu Rahmah program



MB Charities Association spreads festive joy to underprivileged children



MB Illuminates the Festival of Light at Rumah Hope Children's Home during the Deepavali festivities



MB's Heartfelt Celebration with Pusat Kalvari



Blood Donation



Flood Relief

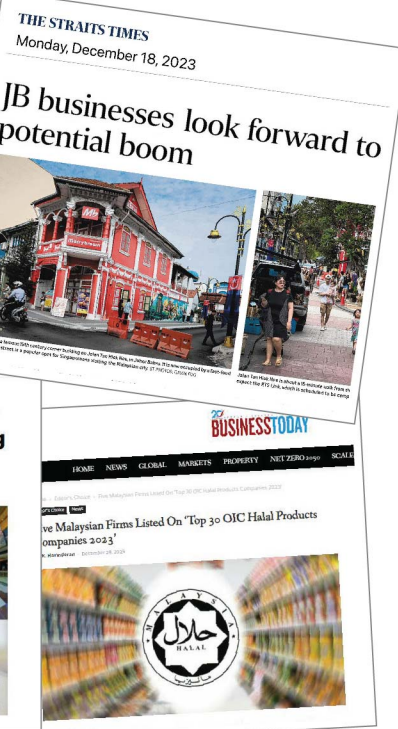
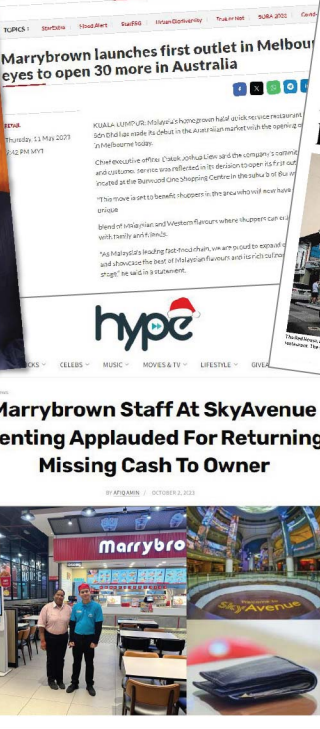
ADVERTISING & PROMOTIONS

To maximize the sales and profit potential of Marrybrown restaurants, a combination of nationwide promotions and local store marketing activities were planned and executed to enhance Marrybrown's market position.

Marrybrown places great importance to the continuous advertising and promotions in driving foot falls to the restaurants. These initiatives serve as a form of communication that keeps our customers informed about the latest promotions and activities at Marrybrown.



PRESS CLIPPINGS



OPERATIONS & TRAINING

Marrybrown's operational mission is to consistently deliver the highest Quality, Service, Cleanliness, and Value (QSCV) daily, facilitated by sufficient and well-trained staff across all our restaurants. Quality, Service, Cleanliness & Value are the fundamentals upon which Marrybrown's brand success is built. QSCV enables us to ensure customer satisfaction through QUALITY fresh food, swift and amiable SERVICE, inviting and CLEAN restaurant environments, and meals that offer exceptional VALUE.

Training is top priority at Marrybrown because the success of the company depends on their product knowledge and speed, accuracy in performing their SOP by dedicated, well trained people and uniform operations from restaurant to restaurant.

Through teamwork and a vibrant atmosphere, we strive to elevate the Speed of Service and overall QSCV standards, aiming to amplify Marrybrown's brand image and instill customer confidence.



MB SUPPORT TEAM

Marrybrown, a power house brand upholds world class support and knows what it takes to build and sustain a successful business. The company has a very experienced support team with over 100 years of combined hospitality experience.

The team comprises franchise consultants, kitchen equipment specialists, engineers, interior designers, chefs, trainers, operations personnel, technology experts, branding and marketing professionals that work together to create a more efficient, intelligent and lasting system to ensure a better dining experience for our customers.



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