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DECEMBER 2025

Marrybrown

From Malaysia to the World!



Congratulations to our Marrybrown family in Qatar on the grand opening of your new outlet. This milestone marks another exciting step in our mission to bring our signature crispy chicken, joyful dining moments, and "Something Different" experience to more guests around the globe.

We're also thrilled to celebrate the opening of our new Marrybrown restaurant at Yio Chu Kang Community Club & Tradehub 21, Singapore. As Malaysia's No.1 homegrown halal fast-food chain, we're proud to continue sharing our beloved flavours with our neighbours across the border. Here's to bringing more smiles, crunch and happiness to every community we serve.

Marrybrown continues to strengthen its international footprint with steady expansion in key markets including Dubai, China, Australia, Singapore, Myanmar, Maldives and beyond. Each new opening reinforces our commitment to delivering quality, value and joyful experiences to Marrybrown fans around the world.



MB ACHIEVEMENTS



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

- Malaysia Book of Records - Largest Home-grown Halal Fast Food Chain
- Malaysia Franchise Award 2025 - Best Franchise Employer
- MRCA - Retail Excellence Award 2025
- ASEAN Leading Entrepreneur Lifetime Achievement Award - Datin Nancy Liew

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.

MB's VISION FOR CONTINUOUS SUCCESS

At Marrybrown, our four-decade journey of growth continues to propel us forward as we set our sights on doubling chain-wide sales within the next five years. This ambition is supported by our plan to open over 100 new restaurants, marking a significant milestone in our expansion strategy.

Central to this growth is our commitment to reimagining the dining experience. Our upcoming interior refresh will feature a more contemporary ambience, updated food photography, enhanced seating layouts and an optimised service counter to deliver a more comfortable and memorable visit.

We are also investing in a state-of-the-art, AI-assisted food preparation system to improve speed and consistency, reducing service time and elevating overall guest satisfaction. In parallel, we are expanding drive-thru facilities, mobile ordering and self-service kiosks, reinforcing our commitment to convenience.

To complement these in-store enhancements, the MB Loyalty App will play a key role in our digital journey—offering personalised rewards, seamless ordering, exclusive promotions and integrated delivery options, while strengthening our connection with guests across all touchpoints.



ADVERTISING & PROMOTIONS

Marrybrown places great importance on continuous advertising and promotional activities to strengthen its market position and maximize sales and profits by driving footfall to its restaurants. These initiatives also serve as an essential communication channel, keeping 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.



PEOPLE DEVELOPMENT



At Marrybrown, our people are our greatest strength. We continue to build future-ready talent through structured training and strong partnerships with local universities.

This year, our certified HRD Corp TTT trainers strengthened internal learning with improved facilitation and training design. We also expanded industry exposure through collaborations with :



- Southern University College (SUC) - Collaboration in IT innovation projects, internships, case studies, and joint research.

- Universiti Tunku Abdul Rahman (UTAR) - Custom problem-solving course to develop structured, data-driven, creative thinking skills.

- Universiti Teknologi Malaysia (UTM) - LOI with Faculty of Computing to co-develop AI and data-driven solutions while nurturing digital talent.

MB HIGHLIGHTS IN THE NEWS



MB Founders celebrating the grand opening of MB Greensborough, Australia



Launch our first MB outlet with MESRA Retail & Café at PETRONAS Seksyen 15, Shah Alam



Signed a strategic partnership with HAVI to strengthen our supply chain and support future growth



Launched Kad Pekerja Madani in honour of Malaysian workers



Former Singapore Prime Minister Mr. Lee with Mrs. Kumar, franchisee of MB Singapore

NAME	COUNTRY OF ORIGIN	ESTIMATED NUMBER OF OUTLETS IN MALAYSIA*	LOCAL CHAIN OPERATOR
QUICK-SERVICE RESTAURANTS			
McDonald's Malaysia	US	370+	Gerbang Alaf Restaurants Sdn Bhd
KFC Malaysia	US	600+	DSR Brands (M) Holdings Bhd
Pizza Hut Malaysia	US	420+	QSR Brands (M) Holdings Bhd
Domino's Pizza Malaysia	US	260+	Dommal Food Services Sdn Bhd
A&W Malaysia	US	90+	A&W (M) Sdn Bhd
Subway			
Marrybrown	Malaysia	300+	Peacock Sdn Bhd
Burger King	US	250+	Marytown Sdn Bhd
Bebe's Kitchen	US	120+	Cosme Restaurant Sdn Bhd
Kenny Rogers Roasters	US	100+	Kenny Rogers Roasters (M) Sdn Bhd
4FINGERS Crispy Chicken	Singapore	46	4Fingers Malaysia Sdn Bhd
Richeese Factory	Indonesia	30+	Richeese Factory Malaysia Sdn Bhd
Jollibee Malaysia	Philippines	20+	Beeverks Food Sdn Bhd
Taco Bell Malaysia	US	18	Duarupide Concepts Restaurant group

MB recognised by The Edge as the only home-grown brand among global F&B giants

CORPORATE SOCIAL RESPONSIBILITIES

Marrybrown has always believed in giving back to society, especially to the needy and underprivileged communities. 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 Charity Golf Tournament 2025



Aidiladha 2025 Community Qurban



Distributed 25,000 servings of Bubur Lambuk during Ramadan



Back-to-School Initiative with MoE



MB Playland in Hospitals



Support for Sandakan Fire Victims

MB SUPPORT TEAM

Marrybrown, a powerhouse brand that 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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