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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 ambiance, 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 guests 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

BORNEO POSTonline
THE LARGEST ENGLISH NEWS SITE IN BORNEO

YOU ARE AT: Home > News > Sabah > Marrybrown eyes rapid expansion in Sabah with new outlets

Marrybrown eyes rapid expansion in Sabah with new outlets
local economic boost

BY SARAH DINI, ON JULY 11, 2025, FRIDAY AT 5:03 PM

Chan (fifth left), Haryanti (eighth left) cutting a ribbon as a symbolic launch of Marrybrown at Centre Point.

KOTA KINABALU (July 11) The largest halal fast food chain Marrybrown has announced plans to aggressively expand its presence in Sabah, aiming to open up to 40 outlets across the state within the next two to three years.

MRC 33 ANNIVERSARY 2025

Marrybrown: Global Flavour Pioneer
Malaysia's largest homegrown quick-service restaurant (QSR) chain, Marrybrown Sdn Bhd, celebrates over 40 years of success, showcasing local culinary excellence across 15 countries through innovation and a resilient franchise model.

is name is so big that some Malaysians still find it hard to believe that Marrybrown is a homegrown, quick-service restaurant (QSR) chain. With a clear and ambitious vision of bringing Malaysian

This extraordinary growth, she says, is driven by a commitment to innovation and a focus on providing a unique dining experience.

SHARED SUCCESS
The company's success is a testament to the power of shared success. Marrybrown's commitment to its franchisees, providing them with the tools and support needed to thrive, has been a key factor in its growth.

FRANCHISE
Malaysia Franchise Awards: Honoring the Best

FRANCAIS A 2022
More Local

PROGRAM KOMUNITI
Marrybrown

Driving franchise growth, the Malaysian way with Marrybrown

The notion that authentic fried chicken could only come from a western fast food chain sparked Datin Nancy Liew's mission to challenge that perception – by offering quality comfort food in a warm, welcoming setting. Blending the speed and efficiency of western fast food with the bold flavours and heartfelt hospitality of Malaysia, she set out to create something uniquely local.

At the heart of her vision was affordability, making delicious western inspired meals accessible to everyone, regardless of background. While western fare had gained popularity, Liew understood that high prices often put it out of reach for many.

That vision came to life in 1981, with the birth of Marrybrown in Johor Bahru. It was not an immediate success or a smooth sailing journey for Liew at the beginning, rather she acknowledged the sheer amount of challenges she faced.

One of the first reactions she received was, can this new brand compete against the big boys from overseas?

We faced skepticism about whether a local brand could compete with established international western fast food chains. We encountered numerous rejections and made many sacrifices, but we persevered because I firmly believed in our brand. Building Marrybrown meant constantly being compared to international giants, yet we kept working diligently," she said.

Determined to stay the path and overcome these hurdles, Liew said with a laser focus, she and the team continued pursuing standards of high quality, staying true to the dream and vision of why they started out.

MALAYSIA FRANCHISE AWARDS 2022
THE ASEAN LEADING ENTREPRENEUR LIFESTYLE & BUSINESS AWARDS

ASEAN 25
25th Anniversary

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.



QUALITY

Standard operating procedure (SOP) of Marrybrown delivers world class quick service to our customers.



SERVICE

Consistently meeting the service and transaction time. Serve customers with CARE.
C : Courtesy
A : Attentiveness
R : Respect
E : Enthusiasm



CLEANLINESS

Inviting Exterior : Clean walk-way, doors, glasses, windows, dumpsters, etc.

Inviting Interior : Sparkling clean dining, fitting and fixtures well-maintained, counter uncluttered, good POSM, pest free, etc



VALUE

Meeting and exceeding customer satisfaction on product and service expectation.



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

THE EDGE
MALAYSIA
BUSINESS & INVESTMENT WEEKLY

NAME	COUNTRY OF ORIGIN	ESTIMATED NUMBER OF OUTLETS IN MALAYSIA	LOCAL CHAIN OPERATOR
FAST-FOOD RESTAURANTS			
McDonald's Malaysia	US	270+	Gerbang Alam Restaurants Sdn Bhd
KFC Malaysia	US	600+	QSR Brands (M) Holdings Bhd
Pizza Hut Malaysia	US	420+	QSR Brands (M) Holdings Bhd
Dominos Pizza Malaysia	US	260+	Dominos Food Services Sdn Bhd
A&W Malaysia	US	90+	A&W (M) Sdn Bhd
Selkelt	US	300+	Disacorn Sdn Bhd
Marrybrown	Malaysia	250+	Marrybrown Sdn Bhd
Burger King	US	120+	Gosime Restaurants Sdn Bhd
Texas Chicken	US	100+	Texas Chicken (M) Sdn Bhd
Kenny Rogers Roasters	US	46	Bejaya Roasters (M) Sdn Bhd
4FINGER'S Crispy Chicken	Singapore	30+	Gemmel Angara Malaysia Sdn Bhd
Richesse Factory	Indonesia	90+	Richesse Factory Malaysia Sdn Bhd
Jollibee Malaysia	Philippines	20+	Steerworks Food Sdn Bhd
Taco Bell Malaysia	US	10	Disacorn 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

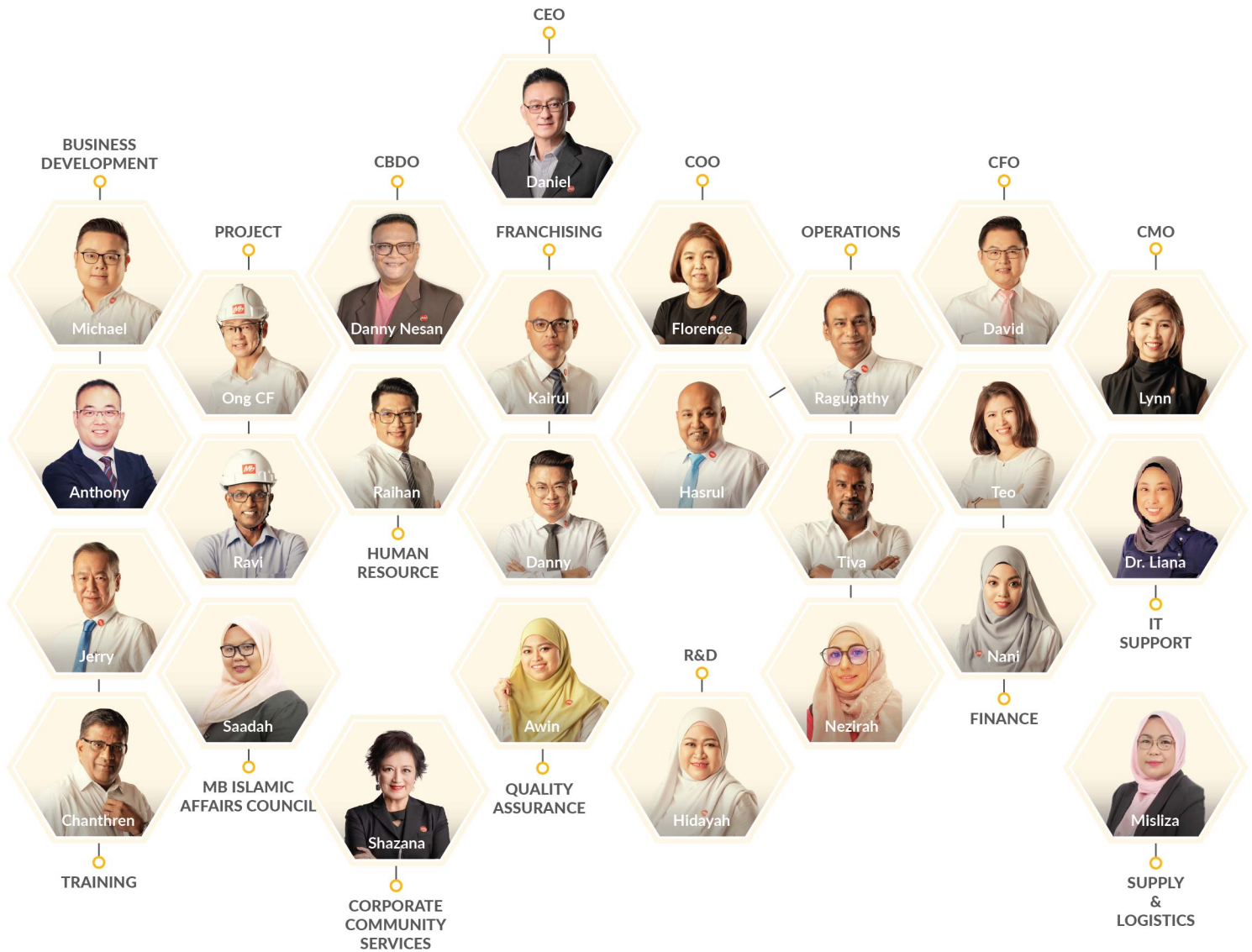


Support for Sandakan Fire Victims

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.



Marrybrown Sdn. Bhd.

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