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SENAI AIRPORT CITY SDN BHD DISPOSED ITS VACANT INDUSTRIAL LAND AT SENAI AIRPORT CITY TO FIFFY SDN. BHD. FOR FIFFY HEADQUARTERS, MANUFACTURING AND WAREHOUSING FACILITY

JOHOR BAHRU, 5 December 2022 – Senai Airport City Sdn. Bhd., an indirect wholly-owned subsidiary of MMC Corporation Berhad and Fiffy Sdn. Bhd. had completed the Sales and Purchase Agreement (“**SPA**”) on 30 November 2022. Senai Airport City Sdn. Bhd. has disposed a parcel of industrial land at Senai Airport City (SAC) to Fiffy Sdn. Bhd. measuring approximately 9.72 acres for a purchase consideration of RM23.3 million, upon completion of the Sales and Purchase Agreement (“SPA”) executed three months ago.

Fiffy Sdn Bhd, one of the Malaysia’s leading homegrown household brand in baby products in the Malaysia market, had selected Senai Airport City as the preferred site for its new headquarters, together with its expansion of manufacturing and warehouse facilities in Johor.

“Fiffy currently has three (3) distribution centres distributing to more than 700 outlets and 17 boutiques nationwide. The post-pandemic has intensified the e-commerce consumer market domestically and also regionally. We see the need for a strategic location for Fiffy’s warehouse distribution network as a long term business strategy and we are confident that Senai Airport City is the right choice for us. Senai Airport City is a well-planned integrated industrial development with strategic logistical connectivity to three major interchange of North-South Expressway, Senai-Desaru Expressway and Second-Link Expressway, two sea ports in Johor and three international airports, which will certainly enhance Fiffy’s operation flexibility in international market reach”, said Lee Siew Mui, Chief Executive Officer of Fiffy.

“Lee further added that the new facility will be built by gradually incorporating Industry 4.0 applications such as cyber-physical systems, artificial intelligence, cognitive computing and smart sensors to ensure efficient management supply chain process within the environmental, social and governance (ESG) framework to ensure a high quality work place environment.” The new facility development will be inline with SAC’s value proposition in targeting clean and hi-tech manufacturing industries which has attracted reputable foreign direct investments (FDIs) and domestic direct investments (DDIs) mainly from logistics & warehousing, electrical & electronics, green technology and electric vehicle industrial segments.

In Year 2021, Senai Airport City Sdn. Bhd has recorded land sales totalling to approximately 140 acres to renowned end users such as Tiong Nam Logistics Sdn. Bhd. and Wiwynn Technology Service Malaysia Sdn. Bhd, which has selected Senai Airport City’s Free Zone to set up their regional hub to serve the Asia Pacific Region (APAC), targeting to commence operation in year 2023.

According to Claudia Wong, Head of Sales and Marketing of Senai Airport City Sdn, “SAC’s value proposition of “Plug-and-Play” development model with complete industrial plots, infrastructure and utilities provides assurance to investors and accelerates investors’ development timeline. Equally important is Senai Airport City’s competitive advantage of its strategic location within the eco-system of mature industries in the Senai-Kulai district, making Senai Airport City the preferred choice for many multinational companies”. Claudia added that she is optimistic of FY2023 sales take-up rate given that the company is in final negotiations for approximately 149 acres with a few multinational companies in Senai Airport City.



Artist impression of Fiffy's facility in SAC



Senai Airport City



(Second from left) Claudia Wong (Head of Sales and Marketing of Senai Airport City)
(Third from left) Lee Siew Mui (Chief Executive Officer of Fiffy)

About SENAI AIRPORT CITY SDN BHD

Senai Airport City Sdn. Bhd., a member of MMC Group, is the master developer of a 2,718 acres integrated industrial development known as Senai Airport City (“SAC”), located in Iskandar Malaysia, Johor, which is one of the highest recipients of investments in Malaysia attributable to the well-established infrastructure and its strategic location proximity to Singapore.

SAC is well connected via a comprehensive road network encompassing the North-South Expressway, Second Link Expressway and Senai-Desaru Expressway. The strategic access to major seaports, namely Johor Port and Port of Tanjung Pelepas, as well as two international airports, namely Senai International Airport in Johor and Changi Airport in Singapore, provides seamless logistics via land, sea and air transport to major cities worldwide.

SAC’s market positioning is to attract high value foreign direct investments (FDIs) and domestic direct investments (DDIs) due to its strategic location and existing ecosystem of Iskandar Malaysia. SAC is a master-planned “Greenfield” development within a “Brownfield” neighbourhood of Senai and Kulai. Located in the center of the industrial clusters of well-known manufacturing companies, SAC targeted segments are Hi-Tech manufacturing & logistics industries such as electrical & electronics (E&E), logistics & warehousing and fast moving consumer goods (FMCGs).

SAC’s value proposition of “Plug-and-Play” development model offers ready platform, infrastructure and utilities such as power, water, natural gas and telecommunication lines



dedicated to SAC. SAC is the first inland port in Iskandar Malaysia with 400 acres of gazetted Free Zone that caters for export oriented industries, which is an ideal location for principal or regional distribution hub in the region.

About FIFFY SDN. BHD.

Fifty Sdn. Bhd. was incorporated in 1988 as Ekspres T.H. Sdn Bhd before rebranded as Fifty Sdn. Bhd in December 2015. FFSB is a Malaysia homegrown company and one of the major baby products producer and distributor dominating the Malaysia market.

Fifty is headquartered in Johor Bahru and the core business is to manufacture and distribute wide range of baby products including baby wear, bottles, toiletries, accessories and more. As of today, the company three (3) Distribution Centre in Johor, Selangor and Sabah and distributing to more than 700 outlets and 17 boutiques nationwide.

About MMC Corporation Berhad (MMC)

MMC is a leading utilities and infrastructure group with diversified businesses under four divisions, namely ports and logistics, energy and utilities, engineering, and industrial development.

MMC's Industrial Development Division develops and manages approximately 5,000 acres of industrial developments namely Senai Airport City ("SAC") and Tanjung Bin Industrial Park ("TBIP") in Iskandar Malaysia, Johor and Northern Technocity ("NTC") in Kulim, Kedah. The SAC, TBIP and NTC developments come under the ambit of MMC's Industrial Development Division, operating under three companies namely Senai Airport City Sdn Bhd, Seaport Worldwide Sdn Bhd and Northern Technocity Sdn Bhd.

Its key businesses under the Ports and Logistics division includes the port operations of Pelabuhan Tanjung Pelepas Sdn Bhd, Johor Port Berhad, Northport (Malaysia) Bhd, Penang Port Sdn Bhd, Tanjung Bruas Port Sdn Bhd and Kontena Nasional Berhad, a logistics provider.

Under the Energy and Utilities division, Malakoff Corporation Berhad is the largest Independent Power Producer in Malaysia and its subsidiary, Alam Flora Sdn Bhd, is one of the leading environmental management companies in the country. Under Gas Malaysia Berhad, MMC is the supplier of reticulated natural gas in Peninsular Malaysia operating and maintaining 2,468 kilometres of gas pipeline. Through Aliran Ihsan Resources Berhad, MMC provides full-fledge water services using high technology treatment in Malaysia.

MMC's Engineering Division has played a leading role as the Project Delivery Partner and underground works package contractor in completing 51 kilometres Klang Valley Mass Rapid Transit ("KVMRT") Kajang Line (previously known as Sungai Buloh-Kajang Line) including 9.5 kilometres underground works. Currently, MMC is the main turnkey contractor for 52.2



*kilometres KVMRT Putrajaya Line (previously known as Sungai Buloh-Serdang-Putrajaya Line). MMC has also successfully completed the 329-kilometre Ipoh-Padang Besar Electrified Double Tracking Project as well as the innovative Stormwater Management and Road Tunnel (“**SMART**”) motorway, the first of its kind, dual-purpose tunnel in the world. MMC is currently in the final stage of completing the Langat Centralised Sewerage Treatment Plant (which will serve 920,000 population equivalent) and Langat 2 Water Treatment Plant (which will supply 1,130 million litres of treated water per day).*

In other business, through Senai Airport Terminal Services Sdn Bhd, MMC is the operator of Senai International Airport in Johor Bahru – the southern aviation hub and an important gateway to Iskandar Malaysia.

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