

NEWSLETTER

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success : 10/10
Harvesting event
at Pahang Farm.**



**All time high for
MyA1 SU and
DC Outlets !!**

FEASTING ON SUCCESS : 10/10 HARVESTING EVENT AT PAHANG FARM.



(Front, from left) Sam Thor, Ms Alice Chan, Mr Teh Eng Kok, Tuan Haji Shahrumzaki, Yang Hormat Dato Mohd Khusaini bin Harumaini, Yang Hormat Dato Asmin binti Yahya, Steven Tan, Alan Loh, Kenneth Chew.

10th of October 2023 marked a memorable milestone for **FDI Group**, we've organise a harvest event to commemorate the success of our first crop at the **Makmur Farm**.

Graced by the presence of **Yang Hormat Dato Mohd Khusaini bin Harumaini**, **Yang Hormat Dato Asmin binti Yahya** and **Tuan Haji Shahrumzaki**, member of the board from Makmur Akuakultur, together with **FDI Global's** board member and staffs from both **MASB** and **FDI**, the event commenced with an inspirational speech by our group **CEO Steven Tan**, followed by our guest witnessing our harvest process, on that day we harvested more than **4000kg** of shrimps!

Good news

Good news

In **September**, MyA1 SU recorded total sales of **RM657,572**, and this number jumped to **RM696,604** in **October**, marking an impressive **6%** increase.



ALL TIME HIGH FOR MYA1 SU AND DC OUTLETS !!



MyA1 DC reports a total sales for **October** reached **RM 551,429**, representing a notable **6.7%** increase compared to **September's** sales figure of **RM 516,844**. This consistent growth underscores the company's ability to navigate market changes and sustain sales momentum, promising a positive outlook moving forward. With our current momentum, we are targeting a combined sales total of **RM 1,450,000** for both MyA1 outlets by the **end of December**."



A WORD FROM OUR CHIEF MARKETING OFFICER (CMO) - SAM THOR

Our **October** sales rose to **RM1,248,090** from **RM1,174,000** in the previous month, marking a respectable **7%** increase.

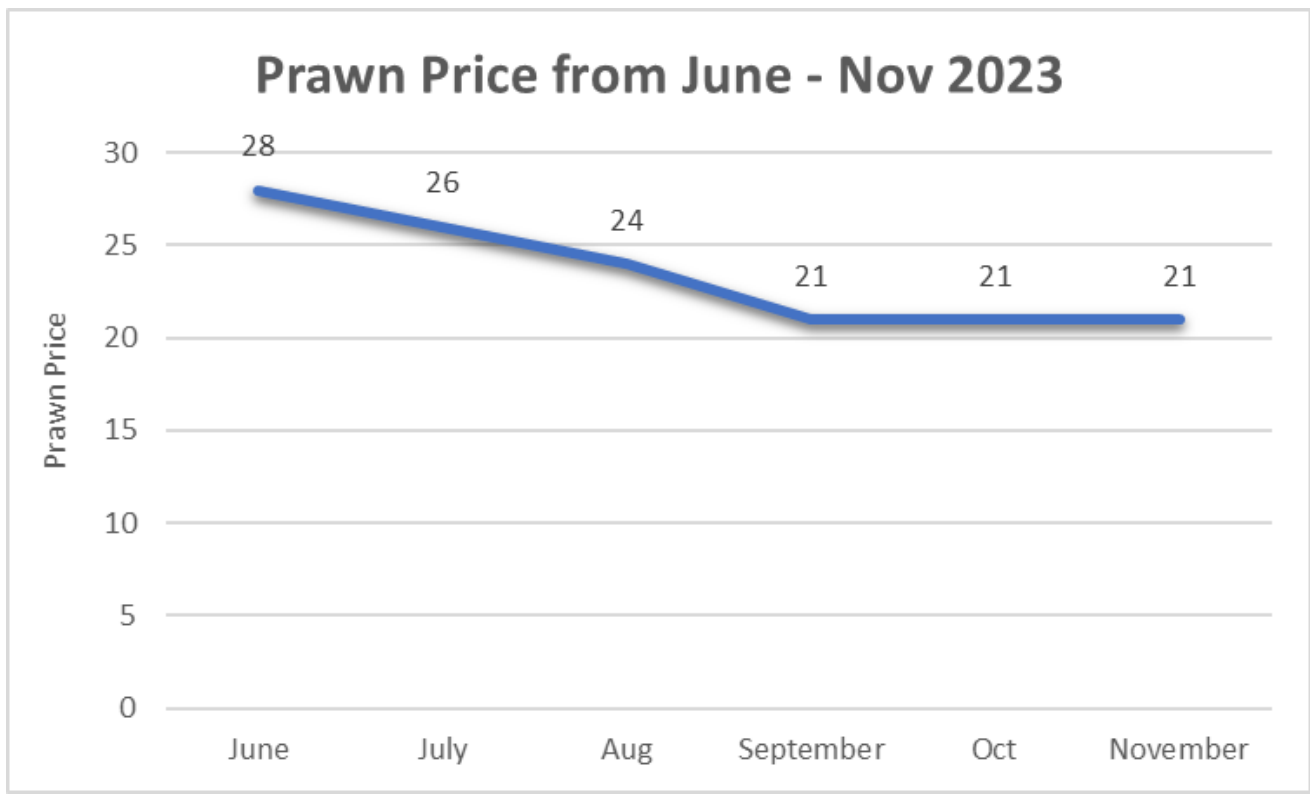
This growth is due to factors like higher customer demand, better marketing, and new products and services. It's a sign that our company is doing well.

At **MyA1 Group**, we place a strong emphasis on our customers. We work tirelessly to meet and exceed their needs, ensuring their satisfaction and loyalty. One way we achieve this is by providing a door-to-door delivery service, which not only adds convenience but also reduces the time customers have to wait for their orders. This commitment to exceptional customer service not only improves our sales but also encourages repeat business and word-of-mouth recommendations, contributing to our company's continued growth and success.



PRAWN PRICE CONTINUE STAY LOW

Shrimp prices have been on a downward trend since **June**, experiencing a consistent **30%** decrease. The decline began **in June** when prices were at **RM 28-30 per kg**. **In July**, they dropped slightly to **RM 26**, and by **August**, they further decreased to **RM 24**. **September** witnessed another decline, with prices hitting **RM 21 per kg**. As of the current period, shrimp prices still remain a low of **RM 21 per kg**. This ongoing trend represents a significant and sustained reduction in shrimp prices over the past several months, but we expect a slight recovery nearer to the Christmas and new year celebrations.





LAUNCHING A PROCESSING PLANT TO STABILIZE PRAWN PRICES

In our upcoming plans, we are looking to set up our own processing factory. This move is aimed at giving us greater control over our operations and, in turn, maintaining stable prices at **RM24** (current price is at **RM21**). Having our own processing plant will allow us to streamline the production process and maintain consistent pricing.

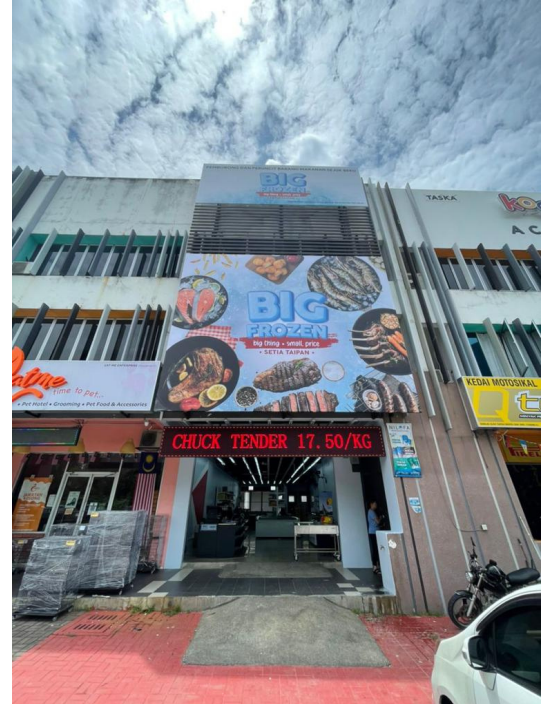
Additionally, when we export shrimp to foreign markets, we will be able to add an **extra RM2.00** to the price. This approach will not only increase our profit margin but also open up new opportunities for expanding our reach internationally.

By integrating our processing facility and optimizing our export strategy, we aim to enhance our overall business operations, ensuring better control over costs and increasing profitability in the long run.



COMING
SOON

NEW BIG FROZEN COMING SOON...!



As we approach the **end of the year**, we are in full swing, making sure everything is set for the grand opening of a new **BIG Frozen** store in **Taman Sri Muda**. This store will be a one-stop destination for a diverse selection of frozen products, including frozen food items and more. The company's goal is to provide the local community with a convenient and extensive range of frozen goods, making shopping a breeze, especially during the upcoming holiday season. This expansion represents the company's commitment to serving the community and enhancing the overall shopping experience."

STAY TUNED FOR MORE UPDATES NEXT MONTH