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DECEMBER 2024

Marrybrown Spreads Its Wings Further : Welcoming Qatar & Cambodia!

We are proud to announce that Marrybrown has taken a bold step towards global growth by signing Memoranda of Understanding (MoUs) to enter two vibrant new markets: Qatar and Cambodia.

This milestone marks an exciting chapter in our journey to share our signature flavors and unique brand experience with even more customers worldwide. Staying true to our commitment to offering "Something Different," this expansion underscores our vision of bringing joy and deliciousness to customers around the globe.



Marrybrown International Continues to Grow

Marrybrown continues to make strides on the international stage, with new expansions underway in key markets such as Dubai, China, Australia, Maldives, Myanmar, and beyond. This ongoing growth reflects the brand's commitment to bringing its signature flavors to a global audience and establishing a strong presence in diverse regions 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.

- Iconic Franchise Award at the Malaysia Franchise Awards 2024
- Top Employer of the Year 2024
- Putra Aria Brand Awards 2023 & 2024

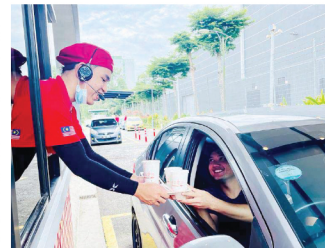
We are humbled and grateful for these esteemed recognitions, which motivate us to continuously raise the bar and exceed expectations. These awards are a testament to the hard work, dedication, and talent of every member of the Marrybrown family.



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.



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 footfalls 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



MB founder, Dato' Lawrence Liew, featured on the Franchise Retail & Malaysia Franchise Association Magazine



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

Marrybrown has reached a significant milestone in advancing its Restaurant Training Programs by partnering with both UiTM and Universiti Tunku Abdul Rahman (UTAR) to achieve accreditation. These collaborations mark a transformative step toward enhancing workforce skills, fostering enriched learning experiences, and cultivating a robust talent pipeline for the future.

The signing of Memorandums of Understanding (MoUs) with these esteemed institutions underscores our shared commitment to bridging the gap between industry and academia, building stronger community connections, and creating impactful opportunities for students.

We are thrilled to embark on this journey with UiTM and UTAR, working together to shape a future of shared growth, innovation, and success.



MB HIGHLIGHTS IN THE NEWS



Founder Dato' Lawrence Liew shares insights on Marrybrown's journey into the Middle East Halal market at the MCIL Trend Forum 2024



Founder Datin Nancy Liew shares Marrybrown's inspiring brand journey at the Public Bank Igniting MSME Growth event



The MB team met with Minister of Transport YB Anthony Loke in the 17th World Chinese Entrepreneurs Convention (WCEC)



Dr. Wee Ka Siong officiates the Grand Opening of MB at Komtar JBCC

TOP HALAL PRODUCT COMPANIES
World Top 30 Organization Islamic Cooperation (OIC) Halal Products Companies 2023

Rank	Company Name	Score	Rank	Company Name	Score
1	BioPharma	15	16	Savile	10.8
2	DuoPharma Biotech	14.2	17	Almarai	10.7
3	Medford	13.1	18	Lulu	10.6
4	Paragon Technology	12.9	19	Kalbe Farma	10.5
5	Al Islami	12.4	20	Sinar Mas Agro	10.4
6	POV Holdings Berhad	12.3	21	Jasfa Comfeed	10.3
7	Tempo Scan Pacific	12.2	22	Muslim Senti Mas	10.2
8	Mayora Indah	12.1	23	Salim Ivomas	10.1
9	Dexa	12.0	24	Simpur Pharma	10.0
10	Martha Tisar	11.9	25	Bosch Pharmaceuticals	9.9
11	Conatural Beauty	11.4	26	Kid Corporation Berhad	9.8
12	Victoria Care	11.3	27	Americana	9.5
13	Bateel	11.2	28	Marrybrown	9.4
14	Beauty Haul	11.1	29	Soho Global Health	9.3
15	Pharmaliaga	10.9	30	Remata Limited	9.1

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



Distribution Centre 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.



Giving back to the community with our hot bowls of Bubur Lambuk for buka puasa at Masjid Wilayah, KL



Free Chicken Burgers for MB Rumah Terbuka Hari Raya festivities across all outlets in Malaysia



Memorable Deepavali celebration at Pertubuhan Pusat Jagaan Orang Istimewa Mentakab, Pahang



Extending a heartfelt donation to the charity homes in honour of Ramadan



Blood Donation

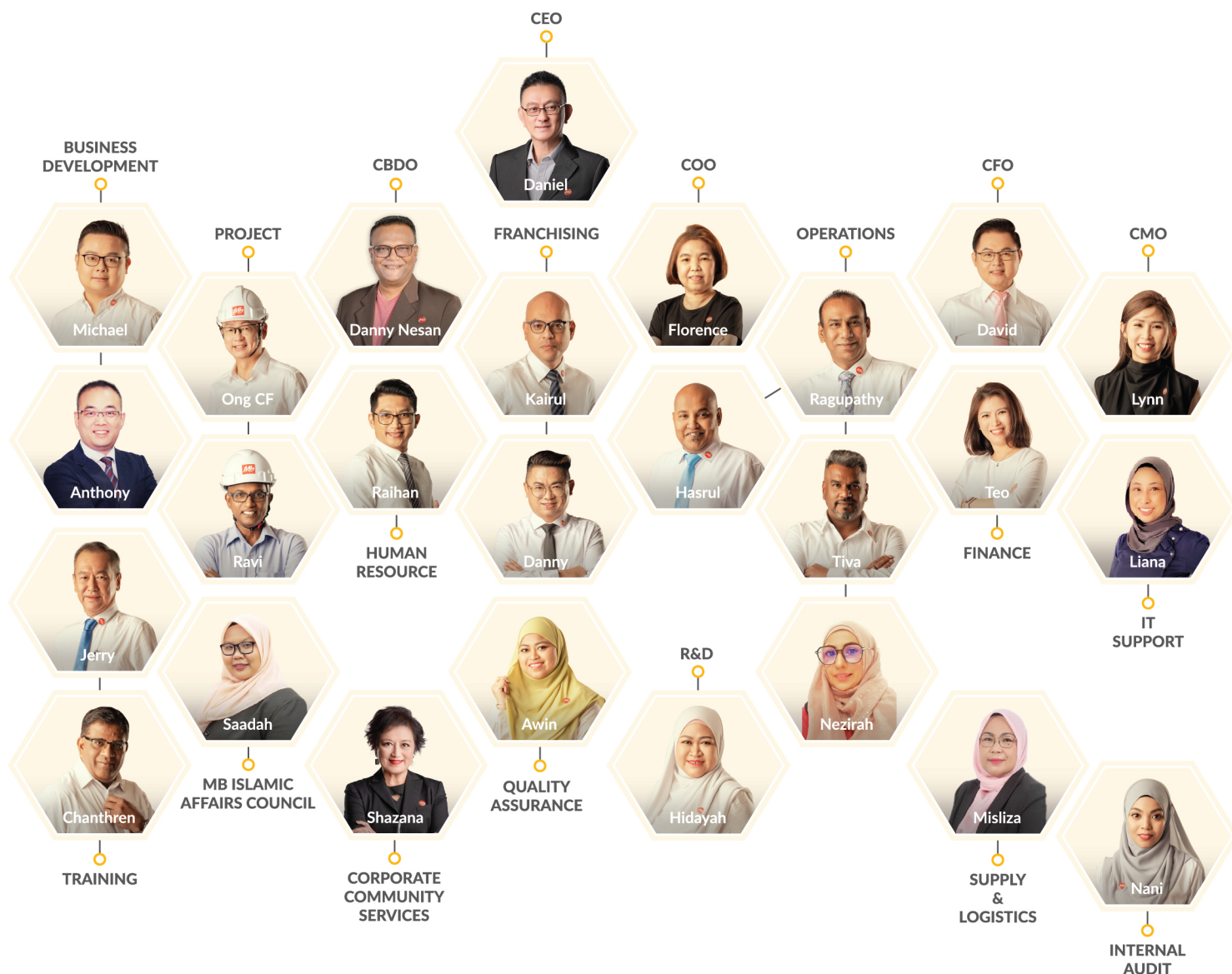


MB partnered with Bulan Sabit Merah Malaysia to distribute food aid to those affected by the floods

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.



Marrybrown Sdn. Bhd.

Headquarters

No. 1, 3 & 5, Jalan Dewani 3, Kawasan Perindustrian Dewani, 81100 Johor Bahru, Johor, Malaysia.
T : +607 331 6590 (4 Lines) F : +607 333 7899 E : qsr@marrybrown.com

Regional Office

Sky Park One City, D-05-06 & 07, Level 5, Block D, Jalan USJ 25/1, 47650 Subang Jaya, Selangor Darul Ehsan, Malaysia.
T : +603 5115 1175 F : +603 5115 1195 E : qsr@marrybrown.com

www.marrybrown.com



MarrybrownMalaysia

