

CHAIRMAN'S STATEMENT (Cont'd)

Brand Innovation

It is heartening and inspiring to note that 'MAMEE' has become a part of Malaysian household brand today. We remain steadfast and focused to expand the local demand as well as enhance its presence in the global markets to achieve the status as per our slogan "World of Good Taste".

Every Mamee product reaches the consumer smoothly and promptly, from the beginning of manufacturing process to delivery to customer checkout point via an efficient distribution network and cutting-edge marketing strategies.

Through our brands, we have established tangible relationship with our consumers who trust us to deliver the quality they seek and are assured we will use all our resources to meet their expectations and beyond.

As such, every year, we invest generously into building and consolidating our relationship with our consumers. Around RM15.1 million is invested into advertising and promotions that are consumer-driven. This is the long-term strategy towards owing a larger slice of the market share.



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Research and Development (R & D)

MDD's emphasis on R & D has always been of strategic significance in establishing its position as a market leader in the food industry. More than RM2 million is invested in R & D annually. The ultimate objective is to improve the excellent quality of our current range of products and to innovate new products that meet with changing consumers' taste in order to stay ahead of our competitors. Our R & D activities are mainly focus on using natural ingredients in developing new products, which offer specific functional benefits.



Our R & D team has always been committed and dedicated to ensure steady stream of new developments. The current break-through from our R & D team is the new formulation of 2 new snack products. One using green peas to formulate into crisps product, whereas the other using red bean to extrude into chip product.

In the chilled division, the team developed functional cultured milk with new formulation enriched with DHA (major substance in Omega 3), which provides the following features:

- Helping in brain and retina development
- One of the major building blocks of the brain (playing an important role in how fast our brain works)
- Improve memory function

