



MSM MALAYSIA HOLDINGS BERHAD

PRESS RELEASE

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SWEET LAUNCH FOR MSM MALAYSIA HOLDINGS BERHAD

Malaysia's Leading Sugar Producer to be listed on Main Market of Bursa Malaysia Securities

KUALA LUMPUR, MALAYSIA, 2 JUNE 2011

MSM MALAYSIA HOLDINGS BERHAD (MSM Holdings), Malaysia's leading sugar manufacturer, launched the Prospectus (招股书) for its initial public offering (IPO or 首次公开募股) pursuant to its listing on the Main Market of Bursa Malaysia Securities Berhad (Bursa Securities or 马来西亚证券交易所) which is expected to take place on 28 June 2011.

Under the IPO, MSM Holdings will offer up to 234,564,700 shares to Malaysian and foreign institutional investors including Bumiputera investors approved by the Ministry of International Trade and Industry as well as Malaysian retail investors.

The retail portion of 28,120,000 shares will be priced at the lower of RM3.38 and 97% of the institutional price. The institutional price will be determined by way of book building process.

In his speech, Chairman of the Felda Group and MSM Holdings, Tan Sri Haji Mohd Isa Dato' Haji Abdul Samad, said the listing marks many firsts for the company. It is the first company involved entirely in sugar to be listed on Bursa Malaysia, as well as the first company under Felda Global Group to be listed.

"We are hoping that this listing would further secure our leading position as a sugar producer in Malaysia. This will enable us to grow rapidly to cater to the increasing demands of sugar in Malaysia and at the same time, to gain recognition, both domestically and internationally," he said.

Based on the retail price of RM3.38, the IPO exercise is expected to raise RM422.5 million for MSM Holdings, part of which will be used for capital expenditure to expand production capacity to 1.5 million tonnes. Currently, MSM Holdings has a total production capacity of 1.1 million tonnes.

Rider A

These materials are not an offer for sale of the securities of MSM Malaysia Holdings Berhad in the United States. The securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. MSM Malaysia Holdings Berhad does not intend to register any portion of the offering in the United States or to conduct a public offering of its securities in the United States.

The Prospectus was launched by Deputy Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin. Also present were Felda Global Group President Dato' Sabri Ahmad, and CIMB Group Deputy CEO Dato' Charon Wardini Mokhzani.

In his speech, Dato' Sabri Ahmad said the forthcoming listing of MSM Holdings is one of the strategic intent of Felda Global Group to expand its business and create more value for its stakeholders.

He added, "We hope that the listing will add more depth and breadth to our stock market by enhancing the variety of offerings available to investors."

He is also confident that the management of MSM Holdings will strive for operational excellence and strong financial performance, adopting best practices in corporate governance and transparency with the intention of rewarding shareholders with consistent and sustainable long-term growth.

Meanwhile, Dato' Charon Wardini Mokhzani said CIMB Investment Bank is pleased to play a significant role in MSM Holdings' listing as the Principal Adviser and Sole Global Co-ordinator. "MSM Holdings' debut on the Main Market will add to CIMB Investment Bank's growing stable of listed companies in the market," he said.

MSM Holdings had received approval in May 2011 from Bursa Securities for the admission of MSM Holdings to the Official List of the Main Market of Bursa Securities.

In the three (3) month period ended 31 March 2011, MSM Holdings had total assets of RM1.8 billion. In 2010, the Company generated PAT of RM233 million on net revenue of RM2.2 billion.

INDICATIVE TIMETABLE

The indicative timing of events leading up to the listing and quotation of MSM Malaysia Holdings Berhad on the Main Market of Bursa Malaysia Securities Berhad is set out below:

Event	Date
Issue of Prospectus/ Opening of Retail Offering	02 June 2011
Closing date of Retail Offering	13 June 2011
Balloting of applications for the Offer Shares under the Retail Offering	15 June 2011
Allotment / Transfer of IPO Shares to successful applicants	24 June 2011
Listing of MSM Malaysia Holdings Berhad	28 June 2011

Rider B

Not for distribution in the United States.

About MSM Malaysia Holdings Berhad

MSM Malaysia Holdings Berhad (MSM Holdings), incorporated on 10 March 2011, is Malaysia's leading sugar producer. It produces, markets and sells refined sugar products. The company conducts its business principally through two operating subsidiaries, Malayan Sugar Manufacturing Company Bhd. (MSM) and Kilang Gula Felde Perlis Sdn Bhd (KGFP) which were established in 1959 and 1971, respectively. These operating subsidiaries operate refineries in Prai, Penang, and Chuping, Perlis with a combined annual production capacity of over 1.1 million tonnes of refined sugar products. In 2010, MSM Holdings produced 945,000 tonnes of refined sugar products, accounting for approximately 57% of total sugar production in Malaysia.

The company offers a variety of products ranging from white refined sugar of various grain sizes to soft brown sugar. These are marketed and sold in a variety of packaging options under two brands – "Gula Prai" and "Gula Perlis". The Company also sells molasses, a by-product of the refining process, to distilleries and producers of ethanol, animal feed and yeast, among other products.

MSM Holdings sells to a wide range of customers in Malaysia and in other countries directly and indirectly through traders, wholesalers and distributors. Its customers include major companies in the beverage and confectionery industries, hotels, restaurants, food outlets and household consumers.

MSM Holdings is part of the Felde Global Group (Felde Global), one of Malaysia's largest agro-based businesses. Felde Global is the commercial arm of the Federal Land Development Authority (FELDA) and supports the operations at 811,140 hectares of plantation under FELDA and throughout the settler schemes.

Felde Global has interest in over 80 subsidiaries, associated companies and joint ventures engaged in diverse activities across 12 countries in the agro-based industry, including multi-crop plantations, oils and fats, oleo chemicals, logistics and services.

In 2010, MSM Holding's sales in Malaysia accounted for 88.5% of the company's revenues, while the remainder was derived from export to other countries such as Australia, New Zealand, Pakistan, the Philippines, Singapore and Vietnam. For the financial year ended 31 December 2010, MSM Holdings attained profit after tax (PAT) of RM233 million on net revenue of RM2.2 billion*.

**derived from audited combined financial statements of MSM Malaysia Holdings Berhad Group after incorporating such adjustments considered necessary and based on the assumption that our current Group structure has been in existence throughout the financial years under review.*

For more information, please log on to <http://www.msmsmholdings.com>

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Rider B

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The prospectus dated 2 June, 2011 relating to the MSM Holdings has been registered with the Securities Commission of Malaysia. A copy of the prospectus and the accompanying application form may be obtained subject to availability from CIMB, participating organisations of Bursa Securities, Members of the Association of Banks in Malaysia, Members of the Malaysian Investment Banking Association, MIDF Consultancy and Corporate Services Sdn Bhd and MSM Holdings. Any issue of shares will only be made on receipt of a duly completed application form