



PRESS RELEASE

A1 A.K. KOH GROUP BERHAD INTRODUCES NEW CONVENIENCE PRODUCT FORMATS ACROSS HYPERMARKETS AND GROCERS TO STRENGTHEN SALES PERFORMANCE

Johor Bahru, Tuesday, 21st October 2025 – A1 A.K. Koh Group Berhad (“A1 AKK” or “the **Company**”) and its subsidiaries (“the **Group**”) has expanded the availability of its existing Laksa and SJ noodles by introducing convenient bowl offerings and noodle bundle packs in new catchment areas across leading hypermarkets and grocers, including Mercato, Cold Storage, AEON BIG, AEON, Giant, NSK, Village Grocer, and Jaya Grocer. The items available are Laksa Bowl Noodle, SJ Bihun Bowl, Laksa Bihun Bowl, Laksa Noodle Bundle, and SJ Noodle Bundle.

The initiative aligns with the Group’s plan to deliver convenience-oriented products by deepening penetration in high footfall neighbourhoods. They also reflect Malaysia’s increasingly urban lifestyle and the rising demand for meals that are simple to prepare. The bowl format is tailored to busy consumers who need quick meals, while the bundle format supports pantry stocking by allowing households to purchase several servings at once. Both formats preserve the same trusted taste across different occasions.

The Group works closely with retail partners to maintain shelf availability and shelf positioning of the products. The store level placement and replenishment are set by the outlet and adjusted to local demand. The Group tracks consumer purchase behaviour closely to refine price points, product mix, and promotions in order to meet consumer demand.

Early sales performance has been encouraging, with repeated orders from buyers and stable availability in the initial weeks. The new product line is expected to contribute meaningfully to the Group’s revenue in the upcoming quarters. Management will continue to track the sales of the new products listing and will comment further in due course.

Mr. Koh Chung Jie, Chief Operating Officer of A1 AKK, commented: “We introduced bowl noodles and bundle packs to serve different household needs. The bowl noodle serves quick meals, while the bundle helps households stock the pantry with ease. The taste remained the unchanged, while the convenience has improved.”

“The response of our recent in-store activation at Cold Storage, Suria KLCC was very encouraging. We saw strong turnout, with consistent feedback on flavour and ease of preparation. We are grateful for the support from our customers, retail partners and our team. We continue to study consumer demands and adapt to changing trends, as innovation is essential in our industry. We remain on track with our strategic initiatives, and we are confident that our ongoing efforts in expansion and efficiency improvements will foster growth in the coming years,” added Mr. Koh Chung Jie.



Laksa Bowl Noodle, Laksa Bihun Bowl, SJ Bihun Bowl, Laksa Noodle Bundle, and SJ Noodle Bundle on display at Mercato, Cold Storage, and AEON BIG



Laksa Bowl Noodle, Laksa Noodle Bundle, SJ Noodle Bundle, and other A1 AKK's noodle bundles displayed on shelf at AEON, Giant, NSK, Village Grocer, and Jaya Grocer

End of Press Release

ABOUT A1 A.K. KOH GROUP BERHAD

A1 A.K. Koh Group Berhad is involved in the manufacturing, marketing, supply and/or distribution of processed F&B products under the Group's in-house brands and third-party brands. The Group also provides contract manufacturing and sourcing services of processed F&B products to third-party brand owners. With a 39-year track record, the Group has over 340 SKUs with approximately 75% being in-house branded products, spanning from premix spices, premade pastes and seasonings, snacks, instant and dried noodles, canned seafood, premix and ready-to-drink beverages and others, under its flagship brand *A1 AK Koh* and sub-brands such as *Dragon Horse*, *Sky King*, *Bao Dao*, *MaccEagle*, *Sun* and *Lion*. With a multi-channel distribution network and a strategic mix of in-house and third-party manufacturing, A1 AKK focuses on innovation, brand building, and operational efficiency to bring a taste of Malaysian flavours to consumers in Malaysia and throughout the region.

For more information, kindly visit <https://www.akkoh.com/>

Issued by: Vision Advisory on behalf of **A1 A.K. Koh Group Berhad**

Date: Tuesday, 21st October 2025



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