

PRESS RELEASE
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**PHARMANIAGA PENETRATES CHINA HEALTHCARE
MARKET, PARTNERS WITH CHINA'S LARGEST
E-COMMERCE PLATFORM**

PETALING JAYA, 31 OCT 2022 – Pharmaniaga Berhad (Pharmaniaga) today signed a Memorandum of Understanding (MoU) with JDMAS Commerce Sdn Bhd (JDMAS) to commercialise Pharmaniaga's over-the-counter (OTC) and subsequently pharmaceutical products in China through JD.Com with the support of JDMAS.

JDMAS, the official partner of JD.Com, China's largest and the world's third largest online retailer was established and recognised by various agencies such as Malaysia Trade Development Corporation (MATRADE), Ministry of International Trade and Industry (MITI) and supported by Malaysia China Business Council (MCBC) and Malaysia Digital Economy Corporation Sdn Bhd (MDEC). JDMAS is the only Malaysia National Pavilion recognised by Government of Malaysia and holds key Account or Flagship Store Status by JD.Com.

Through this MoU, JDMAS will be partnering with Pharmaniaga to register, import, distribute and market Pharmaniaga's OTC and other healthcare products in China. JDMAS will also support the Group in terms of regulatory advisory services, commercial trade and supply chain operations for the China market.

The MoU was signed by Pharmaniaga Group Managing Director Datuk Zulkarnain Md Eusope and JDMAS Managing Director Dato' Bruce Lim, witnessed by Pharmaniaga Chairman Datuk Seri Zainal Abidin Mohd Rafique, JDMAS Commercial Country Manager Elvin Lim and JDMAS Executive Director Desmond Ng.

Datuk Zulkarnain said, "The collaboration between Pharmaniaga and JDMAS is part of our strategy to enter the China market, especially in consumer and wellness business. We aim to build a strong and sustainable strategic business partnership that benefits both parties.

"Expansion into the international markets has always been one of our strategic business goals, and we have paved our ways to make our presence felt in the South East Asian countries, the Gulf region and Europe market.



“The collaboration is between Pharmaniaga and JDMAS, the official Malaysian partner of JD.Com, China’s biggest online company by revenue. By having this collaboration, Pharmaniaga will be able to access China’s population of 1.412 billion people. We will be tapping on a very huge market, thus it will be a huge potential of growth for Pharmaniaga products.

“This is also part of the Group’s international foray, especially in China that has almost 570 million JD.Com users,” he said.

Datuk Zulkarnain said to kick-start this initiative, the Group plans to initially list its star OTC products – Citrex Vitamin C, Citrex Gummies, Baraka, Habbatus Sauda, Sweet Royale and also other OTCs products in the Malaysian Pavilion of JD.Com by January 2023 and leverage on extensive technology-driven platforms provided by JD.Com and its affiliates such as Douyin, Kwaishou and WeChat.

“JDMAS will be collaborating with Pharmaniaga to plan the products placement in the JD.Com platform, through advertising campaigns, customer surveys, brand ambassadors and other various marketing strategies,” he said.

The collaboration between Pharmaniaga and JD.Com is expected to increase the current revenue of the star OTC products by 100% to 150% in the first year, with expected revenue projection to reach an estimated of USD 30 million by 2025 with other products being introduced in the dynamic JD.Com platform.

Pharmaniaga Berhad is the leading pharmaceutical Company of Boustead Holdings Berhad group of companies, and together with Lembaga Tabung Angkatan Tentera, are the major shareholders of the Company.

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About Pharmaniaga Berhad

Pharmaniaga is the leading pharmaceutical company of Boustead Holdings Berhad Group of Companies, which together with the Armed Forces Fund Board, are the major shareholders of the Company. Listed on the Main Board of Bursa Malaysia, Pharmaniaga’s core businesses are generic pharmaceuticals manufacturing; research and development; marketing and sales; warehousing and distribution of pharmaceutical and medical products; supply, trading and installation of medical and hospital equipment as well as community pharmacy. With a vision to be the premier Malaysian pharmaceutical company, Pharmaniaga is guided by its philosophy of ‘Do It Right Always’ and is empowered by its motto of Passion for Patients. Strengthened by nine manufacturing plants, nationwide logistics and distribution in Malaysia and Indonesia as well as products registered in 15 countries, Pharmaniaga Group is positioned to be a regional player in the international pharmaceutical arena. For more information, please log on to <https://pharmaniaga.com/>

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