



For Immediate Release

AIGF Investment in Berjaya CKE International Sdn. Bhd. (Press Release)

AIGF Advisors Pte. Ltd. (“**AIGF**”), has completed a significant investment in Berjaya CKE International Sdn. Bhd. (“**Berjaya CKE**”), a market leader in the Malaysian commercial kitchen equipment industry. The company manufactures its products in Malaysia, and markets them under its own brand, “Berjaya” in over 40 countries. With its comprehensive product portfolio, the company also offers a one-stop solution and value-added services to clients looking for end-to-end commercial kitchen solutions.

Since it was established over 40 years ago, Berjaya CKE has grown into a leading player in both Malaysia and globally in this sector. The company has developed a strong reputation for its in-house design and manufacturing capabilities and its ability to customise solutions for clients.

“We are very excited to partner with AIGF. We believe this partnership will help us with our strategic growth plans and strengthen our internal processes, while enhancing our value proposition to clients. These are essential as we embark on the next stage of our growth,” said Chong Kok Fai, CEO of Berjaya CKE. “The team at AIGF is not only fully aligned with our vision, but also has a proven track record of partnering with leading companies to accelerate their growth. With their strong network across sectors and with access to Mitsubishi Corporation’s networks, we look forward to enhancing our service offering, develop better solutions to better serve our existing clients, and expand to onboard new clients into the Berjaya CKE network.”

“Berjaya CKE has built its highly-reputed Berjaya brand over the years by focusing on the quality and extent of its product and service offering,” said Daniel Yong, Partner at AIGF. “We are now seeing an increasingly competitive F&B landscape, with evolving and more demanding customer requirements. We are confident Berjaya CKE is ideally positioned to grow and thrive in this landscape and we are very excited and deeply honoured to be partnering with Kok Fai and his team to further build upon the foundations that the company has laid over the years, to introduce more innovative solutions to its clients and take the Berjaya brand to greater heights.”

Commenting on the transaction, AIGF’s CEO, Mitch Umino said: “We are very happy to welcome Berjaya CKE and its team to the AIGF family. The company has built a very strong brand and an impressive track-record over the past four decades. We are very happy to help the company continue the momentum of its growth by partnering with quality companies within our extensive network.”

AIGF has a well-established strategy of identifying and working with companies with strong potential to unlock the value of these businesses, and help them achieve market leading positions as they grow.



About Berjaya CKE International Sdn. Bhd.

Established in 1980 and based in Malaysia, Berjaya CKE is a leading provider of commercial kitchen solutions in over 40 countries and with a product offering spanning over 400 SKUs. In addition to manufacturing and distributing its equipment primarily under its own “Berjaya” brand, it also provides consultancy and project-based services to help its customers meet their specific needs. The company operates a network of 12 retail stores in Malaysia and a state of the art manufacturing facility spanning over 45,000 sqm at Negeri Sembilan, Malaysia with a full suite of capabilities, to cater to its end-to-end production needs.

With an impressive track record across the globe, Berjaya CKE is well-positioned to capture a significant share of the fast-growing market for such products and services in the F&B sector.

About AIGF Advisors Pte. Ltd.

Headquartered in Singapore, AIGF Advisors Pte. Ltd. (“**AIGF**” and “**ASEAN Industrial Growth Fund**”) is an ASEAN-focused private equity firm sponsored by Mitsubishi Corporation. AIGF’s principal focus is to provide growth capital and support value creation for small/mid-cap companies in the ASEAN region. With an emphasis on supporting long-term growth and value creation, AIGF has the flexibility to customize and structure its investments according to each company’s unique capital requirements and has the expertise to work hand-in-hand with our portfolio companies on value-adding initiatives including business development, corporate governance and strategic planning. As a unique differentiating factor, AIGF is able to leverage on Mitsubishi Corporation’s extensive global business network and know-how to create and add value for our portfolio companies.

-End-