

PRESS STATEMENT/ SIARAN AKHBAR

(FOR IMMEDIATE RELEASE)

OB Holdings Berhad Partners with CTG Group to Empower Youth Entrepreneurs in Malaysia

- *OB Holdings collaborates with CTG Group to empower 1,000 light capital entrepreneurs over the next three years with business skills and opportunities.*
- *The programme aims to reduce youth unemployment while boosting sales for OB Holdings' house brands.*
- *Young entrepreneurs will gain experience selling the Company's house brands products through hands-on training and mentorship.*

Kuala Lumpur, 17 January 2025 – OB Holdings Berhad (“**OB Holdings**” or the “**Company**”) (“东盛控股公司”), a fortified food and beverages (“**F&B**”) and dietary supplements manufacturing services provider (一家提供功能性保健食品及健康食品生产服务的公司) , has partnered with leading marketing company, CTG Group to launch a Youth Entrepreneurship Programme. This initiative aims to nurture 1,000 young entrepreneurs over the next three years, equipping them with essential skills, mentorship, and practical business opportunities.

While OB Holdings has steadily built its reputation through third-party manufacturing services for fortified F&B and dietary supplements, along with its own house brands, including *Bonlife* and *GoHerb*, the Company is taking a step forward by empowering young Malaysians to contribute to the industry's growth. This programme will provide a platform for aspiring entrepreneurs to gain real-world experience and contribute to the development of Malaysia's economy.

The collaboration with CTG Group leverages on its extensive experience in brand incubation, having successfully launched over 50 brands in the health and skincare sector. Together, OB Holdings and CTG Group will deliver a hands-on experience for participants, enabling them to market and sell OB Holdings' house brand products while gaining valuable insights into market dynamics.

The programme focuses on light capital entrepreneurship, encouraging participants to build their skills, creativity, and digital tools to launch a business with minimal initial investment. By starting with the sale of OB Holdings' house brand products, they will gain experience in sales, marketing, and customer service. This approach fosters resourcefulness and innovation, empowering young entrepreneurs to explore business opportunities and maximise their potential.

Additionally, participants will receive training in entrepreneurship and modern marketing strategies, ensuring they are well-equipped to navigate a competitive market.

Managing Director of OB Holdings, Mr. Teoh Eng Sia（张英聲先生）said, “With Malaysia's youth unemployment rate at 6.3% as at October 2024, according to the Department of Statistics Malaysia, this programme offers a timely and practical pathway for young Malaysians to gain relevant working experience. By targeting 1,000 participants over the next three years, we aim to empower a new generation of entrepreneurs who can contribute to Malaysia's socio-economic progress. We believe that this programme will serve as one of the largest platforms to build a community of light capital young entrepreneurs in Malaysia.”

This initiative will empower young entrepreneurs and enhance OB Holdings' market positioning. By engaging a network of youth entrepreneurs, the Company is creating a cost-efficient distribution and marketing channel.

This programme will expand OB Holdings' customer base by leveraging the youth entrepreneurs' ability to rapidly penetrate new and untapped markets, particularly within the younger demographics. As these entrepreneurs actively promote and sell OB Holdings' house brand products, the Company will experience brand visibility, fostering deeper brand loyalty, and establish innovative sales channels that effectively cater to evolving consumer trends.

The Youth Entrepreneurship Programme represents a significant step in OB Holdings' vision to build a healthier Malaysia, ensuring sustainable financial growth and long-term brand loyalty.

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About OB Holdings Berhad

OB Holdings, through its subsidiaries, is principally involved in the provision of manufacturing services of fortified F&B and dietary supplements for third party brand owners. Additionally, the Group manufactures, sells, and markets its own fortified F&B products and dietary supplements under various house brands including *Bonlife*, *GoHerb*, *Zen Night*, *Sleepin' Beaute*, *EZ:Nitez*, *Beyoute*, *Zen Youte* and *Zenliv*. The Group also offers contract packing services for various products such as vegetable softgel supplements, milk powder, tea leaves, honey, herb powder, fruit powder, and liquid chlorophyll into retail packaging sizes, along with trading of milk powder and other activities.

For more information, please visit www.orient.com.my

Released on behalf of OB Holdings Berhad by Capital Front Investor Relations.

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