



## PRESS RELEASE

### IMMEDIATE RELEASE

## HY-FRESH GROUP OF COMPANIES LAUNCH ITS INTEGRATED HALAL POULTRY PROCESSING PLANT

---

**KUALA LUMPUR – 23<sup>rd</sup> NOVEMBER 2017**

**Hy-Fresh Group of Companies ("Hy-Fresh" or the "Group")**, one of Malaysia's largest integrated halal certified poultry processing operator today officiates the grand opening of its new factory located at Kawasan MIEL Pedas Halal Park, Rembau, Negeri Sembilan.

The grand opening was officiated by **YAB DATO' SERI DR. AHMAD ZAHID BIN HAMIDI**, Deputy Prime Minister of Malaysia.

With over 30 years of experience, Hy-Fresh Group has now grown to 4 processing facilities located in Negeri Sembilan, Kuantan, Batu Pahat and Singapore. The poultry processing plants are **halal certified** and follows specific quality control, safe and hygienic conditions in slaughtering and production of chicken and chicken parts.

The Group's poultry products are branded under "PTS" and "HyFresh" which can be found in various hypermarkets, retail outlets, wholesalers, restaurant, and hotels. The Group currently has 8 retail outlets in the Johor state with an intention to expand to other states in the coming years. Among the big names that carries the Group's brands are Tesco, KFC, Econsave, Ayamas, Berjaya Hotels and Resorts, Oldtown and NSK.

In the near future, the Group is implementing its strategic plans to improve business activities by accessing downstream operations into further **processing of poultry products**. Further processing of poultry will provide the Group with more variety of products which will contribute to the Group's financials and expansion plans.



“Today marks a new milestone for the Group with the grand opening of this processing plant which is also one of the largest processing plants in Malaysia. We are optimistic that the Group is moving in the right direction in delivering higher value and Halal products and increasing our production volume that will greatly benefit our Nation. Moving forward, we will continue to explore for more business opportunities to further augment our market presence locally and globally.” Mr Pua San Sui (潘金水), Founder of Hy-Fresh Group.

#### **About Hy-Fresh Group of Companies**

Hy-Fresh Group of Companies is registered under Company Act on 19th June 2002. The rapid growth and development have given opportunities to Hy-Fresh to become an integrated industry of poultry processing and marketing which is well-known in Malaysia. The market for Hy-Fresh Group’s products can be found in various retail stores, hypermarket, wholesalers, restaurants, hotels and so on.

For more information, please visit: [www.hyfresh.com.my](http://www.hyfresh.com.my)

#### **For media queries, please contact:**

**Jason Chiew**

**E-mail: [jason@imejjiwa.com](mailto:jason@imejjiwa.com) | Mobile: 017 980 4293**