

JOINT PRESS RELEASE
FOCUS DYNAMICS JOINS FORCES WITH BRAHIM'S
TO ESTABLISH DIGITAL KITCHEN PROJECT

Petaling Jaya, 11 November 2020: Focus Dynamics Centre Sdn Bhd, a wholly owned subsidiary of Focus Dynamics Group Berhad (“**Focus**”, Stock code: 0116) and Brahim’s SATS Food Services Sdn Bhd, a wholly owned subsidiary of Brahim’s Holdings Berhad (“**Brahim’s**”, Stock code: 9474) have signed a Heads of Agreement to work together to set up the Digital Kitchen Project, which operates on several vertices to service the on-demand food & beverage (F&B) industry. In light of the recent reintroduction of the Conditional Movement Control Order (CMCO), this venture is timely in its nature and hopes to accelerate the launch of Focus’s Cloud Kitchen, as well as to modernize Brahim’s food catering business.

The Digital Kitchen Project has been formulated by both Focus and Brahim’s, each providing their own expertise and resources to set up a joint task force to commence operations immediately. The Digital Kitchen Project involves a few silos of operations, including Cloud Kitchen, Shadow Kitchen Network, Ready-to-Eat Meals and Digital Food Trucks.

Brahim’s current operations within its 59,000 square meters central kitchen provides a massive platform of operations for Focus to deploy its know-how, technology and concepts, merging it with Brahim’s existing logistics and supply infrastructure, to create a central kitchen which is able to deliver for all the Digital Kitchen silos the parties have planned.

Focus will use a portion of the central kitchen to build and house its Shadow Kitchen Network services, where it will prepare Ready-to-Eat Meals and develop food supply boxes for its Shadow Kitchen Network. This network makes use of existing restaurants throughout the Klang Valley which are not operating at capacity to act as a fulfillment arm for Focus, to reach out with its digital menus.

Brahim’s will also convert a separate portion of the central kitchen to set up a Cloud Kitchen base together with Focus to attract entrepreneurs and small businesses who wish to get started in the digital F&B business. Brahim’s will also revamp and utilize its existing infrastructure and logistics to provide Digital Food Trucks as an offshoot of the Cloud Kitchen model, with remodeled food trucks equipped with digital menus and advertising signage being the focus to launch next year.

The Digital Kitchen Project, sees both companies focusing on the new paradigm for F&B business in an Offline-to-Online (O2O) push. With the cases of COVID-19 rising daily, the expectation is that the CMCO will be extended or even enhanced, resulting in greater demand for E-commerce based F&B business.

“This collaboration provides a solid foundation to potentially cater up to 60,000 meals per day, through various silos of operations, all prepared and packaged at the central kitchen, and delivered to consumers’ doorsteps via direct delivery or through the Shadow Kitchen Network,” said Benson Tay Ben Seng, Executive Director of Focus.

“Our long-term plan is to automate the entire chain, capturing the revenue and margins for all aspects of the digital F&B industry for the Klang Valley area. With a kitchen of this size and collaboration with Brahim’s who already has an existing supply chain network, this grand plan is one step closer to being achieved,” he continued.