

# SERVING INNOVATIVE BEVERAGES



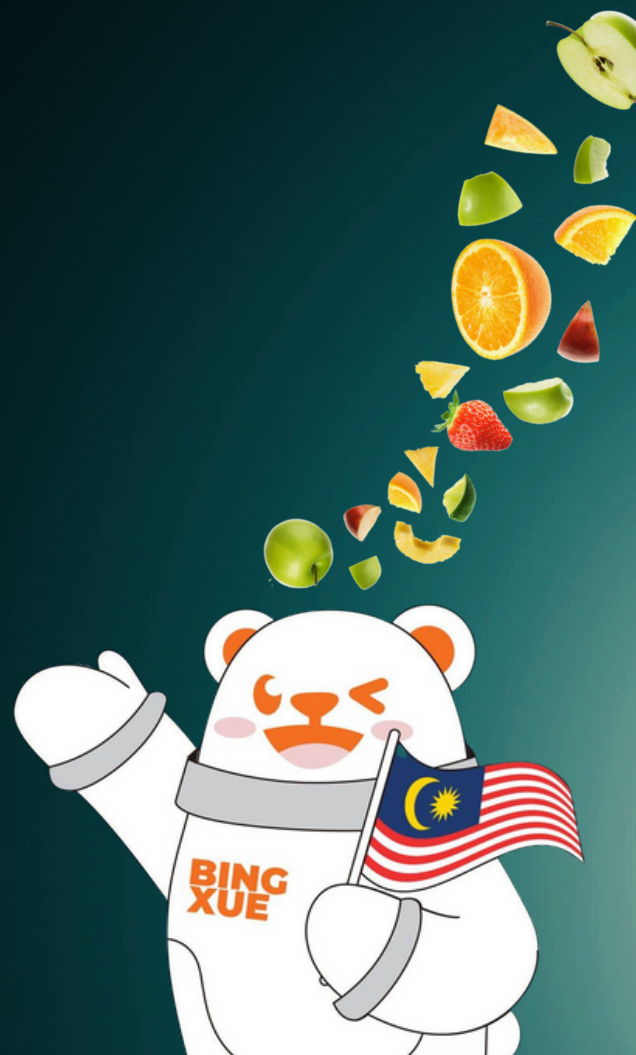
Five Tastes F&B Group Sdn Bhd, established on June 1, 2023, is a dynamic food and beverage company based in Semenyih, Selangor, Malaysia. The company is known for its flagship brand, Bingxue, which brings the authentic taste of Shandong, China, to Malaysia. Bingxue specializes in a diverse range of products, including ice cream, milk tea, fresh fruit tea, coconut milk, and coffee. Committed to quality and innovation, the company consistently introduces new products to attract and retain a loyal customer base.

Since the launch of its first Bingxue outlet at Sunway Velocity on September 15, 2023, Five Tastes F&B Group has experienced significant growth, expanding to over 40 outlets nationwide by September 2024. The company has set an ambitious target for 2025, aiming to grow its presence to 150 outlets across Malaysia. The company's mission is to provide exceptional food and beverage experiences while fostering community connections through its innovative offerings. Their target demographic is the younger generation, with a vision that "Wherever there are youngsters, there will be Bingxue."





## FAVOURITE BRAND OF THE YEAR ( ICE CREAM & TEA DRINKS )



Five Tastes F&B Group places a strong emphasis on quality, innovation, customer focus, and community engagement. By actively listening to customer preferences and adapting to market demands, the company ensures its continued relevance in an increasingly competitive market. Looking ahead, Five Tastes F&B Group aims to expand its brand presence, continuously innovate its product line, and engage with customers through dynamic marketing strategies and community events, securing its place as a leader in the Malaysian food and beverage industry.

