

**PRESS RELEASE**  
**26 AUGUST 2020**

## **EKUINAS EXITS ITS FOOD MANUFACTURING BUSINESS**

### **Key Highlights:-**

- Ekuinas has successfully divested its 100.0% equity in a leading manufacturer of premium halal meat-based products, Primabaguz Sdn Bhd (PrimaBaguz) to Johnsonville International LLC (Johnsonville) based on an Enterprise Value of RM175.0 million.
- Johnsonville plans to make PrimaBaguz the hub for halal food in growing markets throughout Asia and the Middle East.
- The divestment attracted significant foreign direct investment and generated a Gross Internal Rate of Return (IRR) of 22.1% and money multiple of 3.8 times the capital invested.
- With this, it will bring the Company's total realisation proceeds to RM3.1 billion.

**KUALA LUMPUR, 26 AUGUST 2020:** Ekuiti Nasional Berhad (Ekuinas) has successfully divested its 100.0% equity in a leading manufacturer of premium halal meat-based products, Primabaguz Sdn Bhd (PrimaBaguz) to Johnsonville International LLC (Johnsonville) based on an Enterprise Value of RM175.0 million. This strategic acquisition of PrimaBaguz will enable Johnsonville to pursue its ambitions in setting up a halal food hub within the region.

Established in 1987, PrimaBaguz is a manufacturer of premium and high-quality halal meat-based products such as sausages, cold cuts, meatballs, patties, soup and sauces. The company works closely with and supplies to local and global food industry players who are primarily in the Quick Service Restaurant (QSR) and hotels, restaurants and caterers (HORECA) segments, as well as wholesalers. Today, PrimaBaguz produces over 100 products and caters to more than 15 brands in Malaysia and 10 other countries.

Johnsonville is one of the leading processed meat companies in the U.S. with market-leading products for breakfast, dinner and snacking occasions. The company produces sausages, meatballs and other protein items for the retail, wholesale and foodservice markets. Founded in 1945, the company is one of the most trusted meat providers in North America and their products are now available in more than 50 countries. Johnsonville was selected after submitting the best

offer and the best fit under a sale process that attracted the interest of a number of local and international parties.

Michael Suprick, President of Johnsonville International said, “Our investment in PrimaBaguz allows us to further expand our international footprint into Southeast Asia, particularly Malaysia. With the country’s strong market share in the halal food manufacturing industry, we look to use PrimaBaguz’s capabilities to further penetrate markets looking for premium meats, both within Malaysia and in growing markets throughout Asia and the Middle East.”

Syed Yasir Arafat Syed Abd Kadir, Chief Executive Officer of Ekuinas said, “Ekuinas is pleased that with this divestment, it has promoted foreign direct investment in the food manufacturing industry and that Johnsonville plans to make PrimaBaguz its halal hub throughout Asia and the Middle East markets.”

“Ekuinas’ value creation plan (VCP) for PrimaBaguz has resulted in a 75.0% growth in revenue since our entry in 2013, primarily driven by the increase in its manufacturing capacity and product range. Specific initiatives within the VCP include capacity improvements and operational enhancements, diversification of the manufacturing lines to cater to product customisation required by various clients, strategic supplier partnerships with popular fast food chains, as well as strengthening its management team. With these improvements in place, PrimaBaguz was able to tap into different segments within the industry and meet the increasing demand locally and regionally,” added Syed Yasir Arafat.

The sale attracted significant foreign direct investment and generated a Gross Internal Rate of Return (IRR) of 22.1% and money multiple of 3.8 times the capital invested, which is part of Ekuinas’ careful portfolio strategy that is in line with the current market condition. With this, it will bring the Company’s total realisation proceeds to RM3.1 billion.

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## **About Ekuiti Nasional Berhad**

EkuiNAS (Ekuiti Nasional Berhad) is a government-linked private equity fund management company established on 1 September 2009 and aims to create Malaysia's next generation of leading companies whilst promoting equitable and sustainable Bumiputera wealth creation and economic participation. To date, EkuiNAS has undertaken investments in over 40 companies in high potential Malaysian companies involved in EkuiNAS' core target sectors namely education, fast moving consumer goods, oil and gas, retail, healthcare, and services. In 2018, EkuiNAS was shortlisted as one of the Top 3 Southeast Asian Firms of the Year by the Private Equity International (PEI) Awards and has again been shortlisted for the same award in 2019.

## **About Johnsonville, LLC**

Wisconsin-based Johnsonville is one of the leading processed meat companies in the U.S. with market-leading products in the breakfast, dinner and snacking occasions. The company produces products as sausages, meatballs and other protein items for the retail, wholesale and foodservice markets. Known and trusted in 50 countries around the world, Johnsonville collaborates with its retail customers and distributors to develop new products, and with its foodservice patrons to create new menus that entice and satisfy today's increasingly sophisticated palates.

Johnsonville employs approximately 3,000 members globally. Founded in 1945 by the late Ralph F. and Alice Stayer, the privately held company remains family owned today, headquartered in Sheboygan Falls, Wis. For additional information, visit [www.johnsonville.com](http://www.johnsonville.com).

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