



Press Release

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LEONG HUP INTERNATIONAL APPOINTS DATUK LAU JOO HONG AS GROUP CHIEF OPERATING OFFICER

KUALA LUMPUR, 29 September 2020 – Leong Hup International Berhad (“LHI” or the “Company”), one of the largest fully integrated producers of poultry, egg and livestock feed in Southeast Asia, today announced the appointment of Datuk Lau Joo Hong (“Datuk Lau”) as Group Chief Operating Officer (“COO”) with effect from 29 September 2020.

As the first major appointment within LHI and its subsidiaries (the “Group” or “LHI Group”) since its listing on Bursa Malaysia Securities Berhad in May 2019, this move further empowers the second generation of the founding family to assume more responsibilities as part of the Group’s wider succession planning and internal talent management.

Datuk Lau, who is currently Executive Director of LHI and Chief Executive Officer (“CEO”) of the Group’s Vietnam operations, is a seasoned professional with over 21 years of management experience in the integrated livestock industry. He began his career in the family poultry business in 1991 and rose through the ranks to become part of the core team of the Group’s poultry business, overseeing the entire operations of processing and marketing of chicken and related products. His role subsequently expanded to include the Group’s downstream operations which included food processing products. He also had stints in the retail supermarket business where he led the family’s retail supermarket business, Astaka Shopping Centre (Muar) Sdn Bhd, between 1996 and 2006.

Datuk Lau was the key founding person of the Group’s venture into Vietnam in 2007, where he played an instrumental role in the planning, execution and expansion of the Group’s poultry business in the country. He led the Group’s Vietnam operations as Deputy CEO until his promotion in 2014 to CEO. Under his stewardship, the Group’s Vietnam operations grew rapidly from its humble beginnings to generating over RM1.0 billion in revenue in less than 10 years since its inception and established itself as one of the top three integrated poultry producers in Vietnam.



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Having successfully charted and executed the Group's growth strategy in Vietnam, Datuk Lau has cultivated strong relationships with local and regional stakeholders that will hold him in good stead in his additional role. Coupled with his background, diverse experience in the industry and in-depth knowledge of the Group's operations, the appointment of Datuk Lau as Group COO will provide fresh impetus to the Group's geographical diversification agenda, charting the path for further growth in its markets in Southeast Asia. Apart from his new role as Group COO, Datuk Lau continues his present position as CEO of the Group's Vietnam operations.

As the largest integrated poultry operator in Malaysia with operations in Singapore, Indonesia, Vietnam and the Philippines, LHI is upbeat on the longer term prospects of its markets within Southeast Asia. To strengthen its regional footprint, the Company established a subsidiary in Myanmar in 2019, and aims to expand its presence in Cambodia further. The Company expects that the region's per capita consumption of poultry and by extension meat protein to remain robust and grow in line with increasing population and higher income levels.



Datuk Lau Joo Hong, Group Chief Operating Officer of LHI



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ABOUT LEONG HUP INTERNATIONAL BERHAD

Leong Hup International Berhad ("LHI") is a Malaysian-incorporated company listed on the Main Market of Bursa Malaysia Securities Berhad and one of the largest fully integrated producers of poultry, eggs and livestock feed in Southeast Asia.

Established in Malaysia with a track record of more than 40 years and running, the Leong Hup brand is well-entrenched in the business of feedmill and pure-play poultry. Under its livestock business, the LHI Group produces day-old-chicks, broiler chickens, table eggs and a range of further processed poultry and food products under a number of well-recognised brands, including "Ayam A1", "SunnyGold", "Happy Egg" and "Ciki Wiki". Extending its "Farm-to-Plate" business model, LHI currently runs The Baker's Cottage, a fast-growing chain of quick service restaurants-cum-bakery that serves quality ready-to-eat poultry meals at outstanding value directly to consumers in Malaysia.

LHI is a constituent of the MSCI Global Small Cap Indexes' MSCI Malaysia Index and the FTSE Bursa Malaysia Mid 70 Index, as well as the recipient of the BrandLaureate World BestBrands in Consumer – Integrated Poultry, Egg & Livestock Feed Solutions award in 2019.

The LHI Group has a strong and growing presence in Malaysia, Singapore, Indonesia, Vietnam and the Philippines – all of which are attractive consumer markets with significant growth potential. It employs more than 10,700 people across its operations which consist of feedmill and livestock businesses.

For more information, please visit www.leonghupinternational.com

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