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## **HUA AN TO DEVELOP MALAYSIA'S FIRST AI-ENABLED DURIAN FARM**

- *Partnership with Top Fruits and Mybeecop to develop Malaysia's first fully digitalised, large-scale smart plantation for durian farming with end-to-end traceability*
- *Collaboration set to transform industry with a potential market value of RM750 million*

**KUALA LUMPUR, 4 MARCH 2020** – SINO Hua An International Bhd (Hua An or the Group) through its subsidiary, Wavetree Technologies Sdn Bhd, a IoT solution technology company has teamed up with Top Fruits Sdn Bhd and Mybeecop Sdn Bhd to develop the Smart Modeling Farming project. The tri-party collaboration has created a digitalised model for the agriculture markets, riding on artificial intelligence-enabled operating models, data analytics and IoT to drive efficiency. This is Malaysia's first fully digitalised, large-scale smart plantation for durian farming with end-to-end traceability.

There are over 300,000 acres of planted durian farms in Malaysia and the number continues to grow, providing a potential market value of about RM750 million per year for the Smart Modeling Farming project.

"The agriculture industry is one of the fastest growing segments for IoT and together with Top Fruits and Mybeecop will open up opportunities for Hua An to tap into the robust agriculture export industry," said Vince Ng, Hua An's Head of Technology.

The project involving the new models and systems will first be deployed at Top Fruits's over 500 acres of durian farms in Johor, Pahang and Kuching, as well as other plantations under its management.

"The success of this collaboration will bring Hua An a step closer to materialising our vision to be a digital transformation enabler in Malaysia," said Ng, who is also the founder of TouchPoint Group, a newly acquired subsidiary of Hua An.

"It has always been challenging for us to meet the high demand for export orders during durian season because the fruit is seasonal. I am extremely excited that Hua An and Mybeecop will join us in developing this Smart Modeling Farming project. We look forward to learning how traditional farms such as ours can benefit from a more systematic approach that will help improve on infrastructure, irrigation, planting, monitoring and recording using technology to extend on harvesting period, improve the quality as well as the yield." Said Dr Tan Sue Sian, Top Fruits Managing Director.

Mybeecop's Managing Director Chong Siew Teck said: "Technology is necessary to take agriculture forward and we are certain that our collaborators will have the



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expertise and knowledge to catapult the industry. This project will not only benefit the parties involved but in the long run, Malaysia's agricultural industry as well as its role as a key durian exporter in the region will get a boost."

Since acquiring TouchPoint Group in December 2019, Hua An has actively developed its technology arm to include services and solutions involving IoT technologies, data analytics and AI. The Smart Modeling Farming project is one of many that Hua An will be involved in to further cement its role as a leading mobile and digital solutions enabler.

IoT (Internet of Things) is a suite of technologies and applications that equip and connect devices and locations to generate information and instant data analysis for smart actions while AI can help establish automations that will ease the daily operations at plantations.

**Wavetree**, a unit of Hua An, is an established agriculture IoT technology provider with a proven track record in developing solutions that drive digital transformation of commercial scale agriculture companies globally, while **Top Fruits** is a leading fruit farmer and processor in Malaysia. It is also one of the most established durian plantation and exporting companies with over 30 years of experience in agriculture business. **Mybeecop** is involved in the traceability system, management and agronomic services to agriculture markets.

At present, Hua An's technology arm is the world's leading oil palm plantation IoT solution provider. It has successfully implemented Wavetree's agriculture IoT solution at more than 25,000 hectares of oil palm plantation in Malaysia, Indonesia and South America. The Group has also developed a mobile community platform application for the Putrajaya City Council known as the Putrajaya Mobile app, which handles all event registration and ticketing in Putrajaya.

The Group is also a key player in the food and beverage industry, owning and managing TGI Fridays and Teh Tarik Place franchises in Malaysia.

With the successful implementation of the Smart Modelling Farming project, the Group believes this will provide sustainable new revenue stream in an untapped but growing market, thus contributing positively to the Group's financial performance in the future.

This will augur well with Hua An's long-term plan to expand its business with game-changing enabling platforms for the new digital-based economy and setting its foot to grow beyond Malaysian shores.

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### **ABOUT SINO HUA-AN INTERNATIONAL BHD ([WWW.SINOHUAAN.COM](http://WWW.SINOHUAAN.COM))**

SINO Hua-An International Berhad is set to evolve from being a manufacturer of metallurgical coke to be a key player as a digital transformation enabler in Malaysia. Hua An has recently



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included two new business segments in its portfolio: Mobile and Digital Solutions business, and Food and Beverage (“F&B”). The Group’s strategy to expand its business into mobile and digital solutions will provide Hua An with opportunities to tap into the Fourth Industrial Revolution (“IR4.0”), specifically in five (5) key areas, namely smart city, smart retail, agriculture IoT, industrial IoT, security and law enforcement AI solutions. Meanwhile, Hua An owns two (2) leading and well-established F&B brands: TGI Fridays and Teh Tarik Place franchises in Malaysia. Listed on the Main Board of Bursa Malaysia on 26 March 2007, Hua An is the first Red Chip counter listed on Bursa Malaysia and is classified as a Syariah-compliant security approved by the Syariah Advisory Council of the Securities Commission, Malaysia.

### **ABOUT TOP FRUITS SDN BHD ([WWW.TOPFRUITS.COM.MY](http://WWW.TOPFRUITS.COM.MY))**

Top Fruits began operations as an agricultural paradise business in 1986 at Parit Sulong, Batu Pahat, Johor. Since then, it has continuously expanded and to date has 500 acres of land for the cultivation of exotic fruits like durian, mangosteen, rambutan and honey jackfruit through its year of technical expertise in developing its own systematic approach to farming. It is now a fast-growing local exporter of various tropical fruits as well as a pioneer exporter of Malaysia durian and honey jackfruit in the region. Its state-of-the-art HACCP and GMP certified factory facilities ensure its high standards in quality fruits and downstream products. Top Fruits’s durian farms have been awarded by the SALM (Farm Accreditation Scheme of Malaysia) certificate, a recognition for strict quality control in agricultural products. It is also the first private processing factory to be certified by China AQSIQ to export to the China market and was awarded Pioneer Status for Frozen Pulp & Paste in 2012, 2013 for Fresh Mangosteen, 2017 for Fresh Pineapple and 2019 for Frozen Whole Durian. To date, the company has five factories throughout Malaysia with a total manpower of 250 employees.

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