



EXECUTIVE OVERVIEW

30 January 2025 | Ver. 1.1

mplusbio.com



**MARTODA
AGRO GROUP**



Overview

MARTODA AGRO GROUP SDN BHD (the “Company”) intends to expand our fertilizer business, acquire durian farms, invest in food processing & develop an online durian app & marketplace.

After years of exploring & experimenting, experiencing major successes and minor failures, we believe that we are ready to take our Company to next level.

We intend to revolutionize the industry with our expertise, unique business model and global connections.

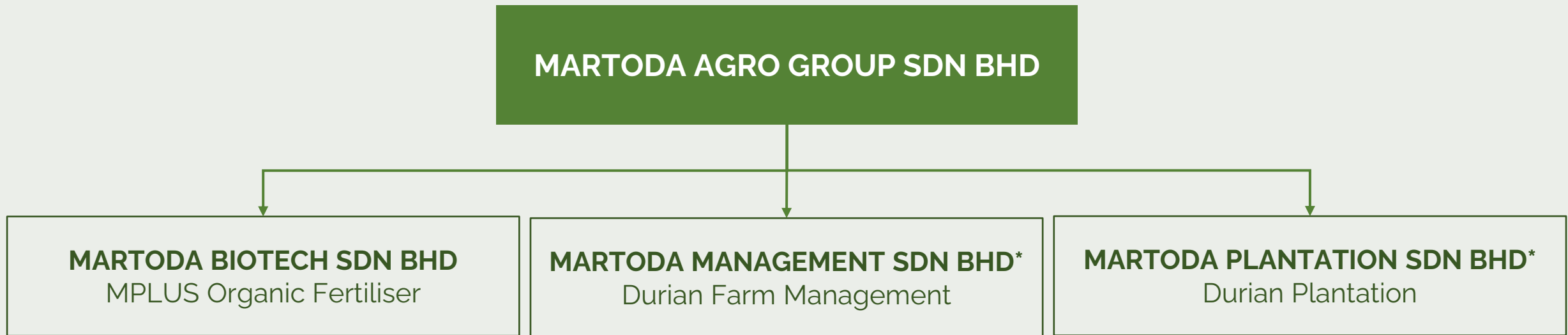
We would like to invite strategic investors and partners to join us in this exciting and rewarding venture.



Corporate Structure

Martoda Agro Group employs a robust and diverse revenue generation model encompassing organic fertilizer production, durian plantation cultivation, and comprehensive durian farm management services.

Collaborating with strategic partners who possess extensive customer networks, we maximize value by monetizing our products through multiple synergistic revenue streams. This integrated approach ensures sustainability, scalability, and profitability across all aspects of our business.



** Newco, working in progress.*

Management Team



David Lai
Chief Executive Officer



William Du
Chief Financial Officer



Chung Ching
Chief Operating Officer

Our Products: M-Plus Bio Fertilising Solutions



M-Plus BSF Pure Bio Organic Fertiliser



M-Plus Amino Fertiliser Series



Our factory and warehouse at Rawang

Awards & Accolades with M-Plus Bio Fertilising Solutions



Champion of King of King World Durian Competition



Agro Excellence Award: Outstanding Fertiliser

Results of Using M-Plus Bio Fertilising Solutions



Superb fruit development with M-Plus bio fertilizing solution

Our Services: Land Clearing & Development, Upkeep & Maintenance



Our Business Model: From Farm to Fork

Our business model consists of 3 main strategic business units ("SBU"). Each SBU is a profit center and integrating those 3 SBUs will create tremendous synergies and value for all stakeholders.



Building Asia's largest Durian Ecosystem



Durian Farm Management

1,000+ Acres under Management



Durian Plantations

20+ acres



Durian Farm Technology

Smart Agriculture Technology



Durian Retail Management

Food & beverage Outlets
Franchise Opportunities



Durian Distribution

Local & Overseas Channels
Food Security & Traceability

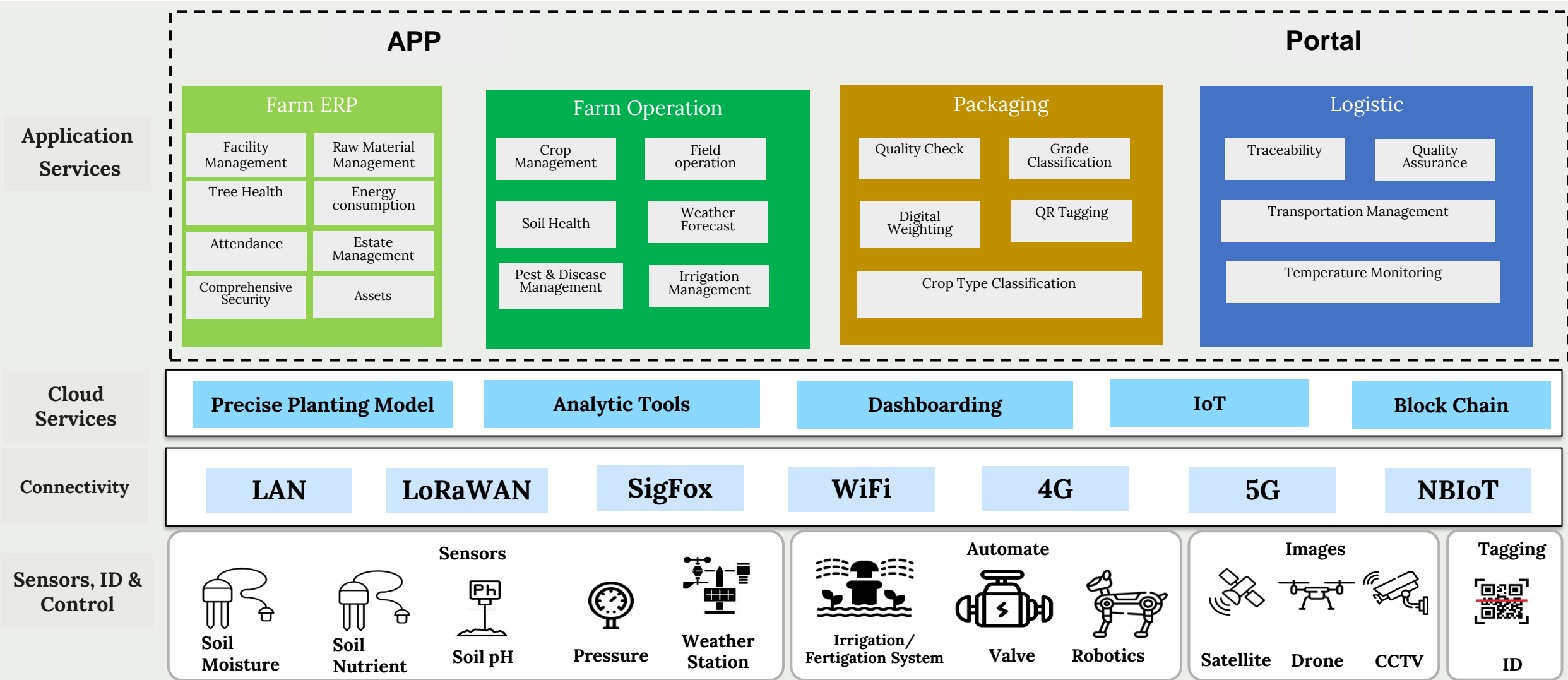


Durian Food Processing

Various durian products
Liquid Nitrogen Freezing

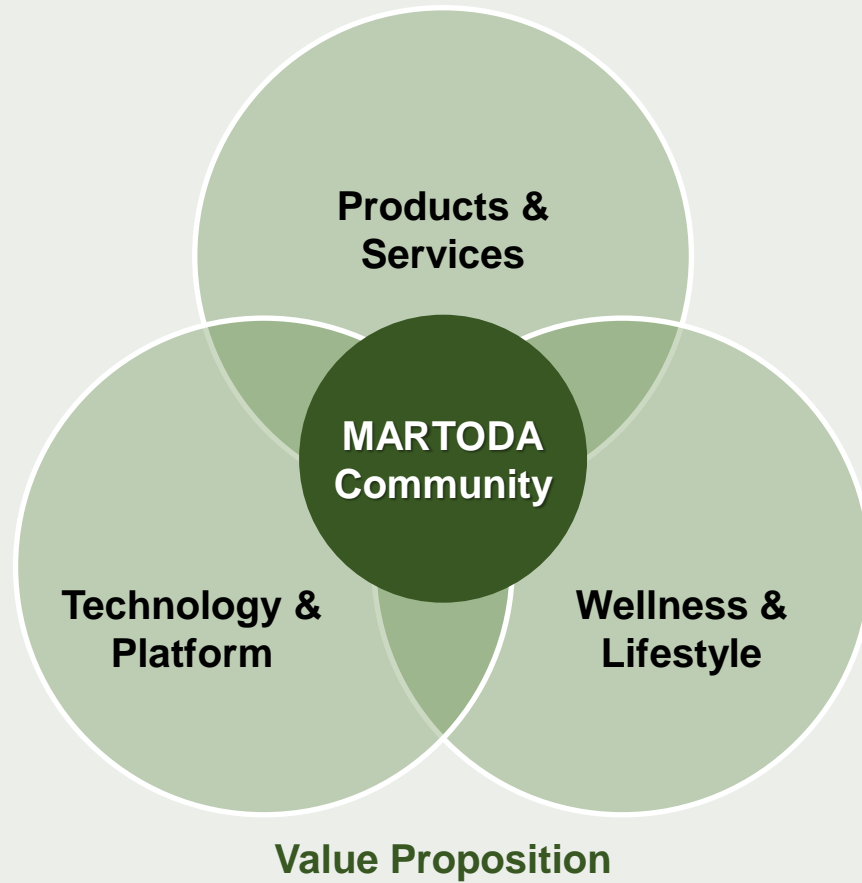


Technology & Application, Powered by Blockchain



Source: Sustainable Hrvest Sdn Bhd

MARTODA Community



- Brand building & positioning.
- Enhancement of products & services offerings.
- Research & development of new products.
- Continuously improvement of our service offerings.
- Loyalty system & Customer retention.
- Digital initiatives & data analytics to create & drive sales.

MARTODA & ESG: Addressing Impact of Covid in Malaysia

1

JOBS AND INCOME: LOSS

Jobs: 2.4 million loss caused by COVID-19 (May 2020)
Household income: RM95 billion



2

AGRICULTURE SECTOR: DECREASE LABOUR FORCE

GDP contribution: 8.6% (2017) and 7.5% (2018)
Decreasing labor: 12.47% (2015) to 10.96% in (2019)
Issues: labor shortages in agriculture, mobility restriction and loss of confidence in product quality



3

FOOD IMPORTS: INCREASING

An average growth of 6.5% per year RM30 billion (2010) increased to RM50 billion (2019)
Realign country's agriculture sector by optimizing land and prioritise planting based on demand



4

FOOD SECURITY: HIGH ALERT

World population growth: 7.0 billion to 9.1 billion by 2050
Food supply demand to increase by 70%



Food and Agriculture Organization
of the United Nations

5

FOOD SAFETY: ARISING CONCERNS

Use of chemicals and pesticides, level of hygiene in handling, origin traceability
Lack of confidence among consumers



6

TECHNOLOGY: POOR EXPLOITATION

Global smart farming market: USD23.4 billion by 2025
5G in Malaysia: Potential contribution of RM12.7 billion to GDP (2021-2025)

Bloomberg





**ABOUT
DURIAN**




What is Durian?

Durian, nicknamed the "king of fruits," is a large, spiky, greenish-brown fruit that is well-loved in its native Southeast Asia. The fruit is known for its thorn covering, unique taste and distinctive aroma. The term Durian emerged from the fruit's distinctive thorn covering and comes from the Malay word Duri which means thorn.

Durian tree is native to Malaysia, Brunei and Indonesia, it is also grown in Thailand, the Philippines and Australia. Durian's short season and limited shelf-life, as well as rising demand, means the fruit is relatively expensive, particularly when imported.

INTERESTING FACTS ABOUT THE DURIAN FRUIT



The durian is the fruit of several tree species belonging to the genus **Durio**



It is grown in tropical regions in countries like **Malaysia, Thailand, Indonesia, Philippines, Northern Australia, Africa** and **South American Countries**

The durian fruit varies in **shape from round to oblong** and **colour from husk green to brown**.

The fruit can grow as large as **12 inches long and 6 inches in diameter, weighing up to 7 pounds**.













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Flavours of Durian

Durian is the fruit of several tree species belonging to the genus *Durio*. There are 30 recognized *Durio* species, at least nine of which produce edible fruit. There are over 100 named varieties in Indonesia, 300 in Thailand and 100 in Malaysia. Local Durian varieties are officially registered with the government of each country.

Over the centuries, numerous Durian cultivars, propagated by clones, have arisen in Southeast Asia. A Durian cultivar is essentially a specific variety of Durian that has been deliberately selected for desirable characteristics such as fruit shape, size, smell, colour, texture, taste and tree characteristics. Most cultivars have a common name and a code number starting with “D”.

POPULAR DURIAN VARIETIES IN MALAYSIA				
 <p>D24 Thick yellow flesh, sweet and creamy with hint of bitterness</p>	 <p>Kop Kecil (D99) Medium-thick flesh, squishy texture, yellow, emits moderate smell</p>	 <p>Chanee (D123) Thick flesh, fine texture, yellow, sweet and creamy, moderate smell</p>	 <p>Kan Yau (D158) Thick flesh, yellow, sweet and creamy with hint of bitterness</p>	 <p>Beserah (D145) Medium-thick flesh, yellow, sweet and creamy, moderate smell</p>
 <p>MDUR 88 (D190) Thick flesh, solid, golden yellow, sweet and creamy</p>	 <p>Tok Litok (D169) Thick flesh, soft, yellow, sweet and creamy with hint of bitterness</p>	 <p>Mon Thong (D159) Thick flesh, soft, yellow, sweet and creamy</p>	 <p>MDUR 78 (D188) Thick flesh, yellow, sweet and creamy</p>	 <p>MDUR 79 (D189) Thick flesh, yellowish orange, sweet and creamy</p>
				
 <p>Musang King/ Raja Kunyit (D197) Thick flesh, yellow, sweet and creamy</p>	 <p>Udang Merah (D175) Thick flesh, squishy texture, yellow, sweet and creamy</p>	 <p>Hajjah Hasmah/IOI (D168) Medium-thick flesh, orange, sweet and creamy with hint of bitterness</p>		

Source: Department of Agriculture

Price of Durian in Different Markets

Figure 2 – Musang King Durian Prices

Market	USD/KG
Malaysia	24.49
Singapore	27.81
Hong Kong	50.96
China	122.47

Source: Durian Harvests



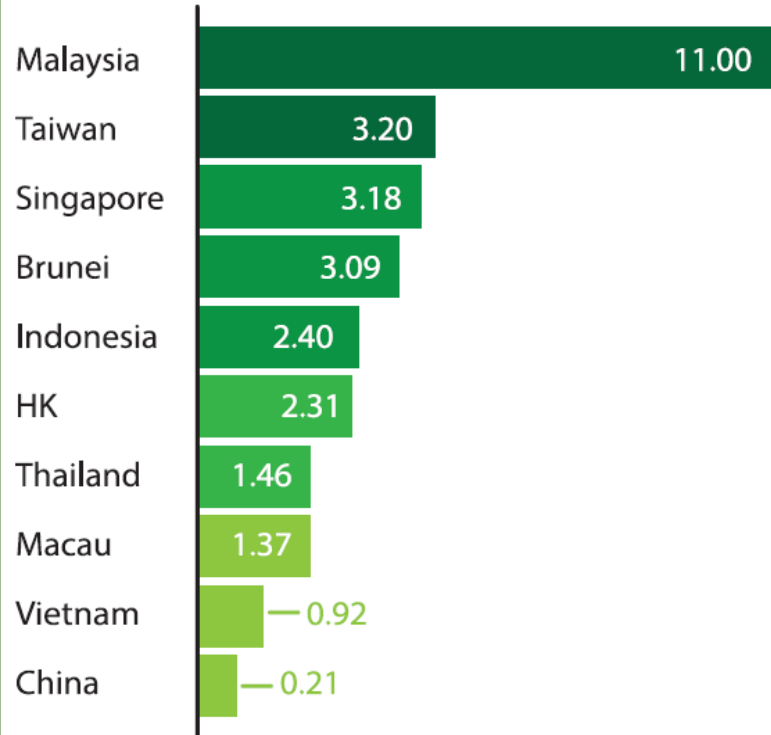
Figure 1 – Local Durian Prices

Name	Other Names	Country	Code	USD/KG
Musang King	Mau Shan Wang, Raja Kunyit, Cat Mountain King, Civet Cat King	Malaysia	D197	20-25
Sultan	Bukit Merah	Malaysia	D24	12-15
Golden Phoenix	Jin Feng	Malaysia	-	10-15
Red Prawn	Hong Xia, Ang Hei, Ang Heh	Malaysia	-	6-12
Green Bamboo	Tek Kah, Zhu Jiao, Qing Zhu, Buluh Bawa	Malaysia	D160	6-12
D101	-	Malaysia	D101	6-8
D13	-	Malaysia	D13	6-8
Monthong	Golden Pillow	Thailand	D159	4-5
Kan Yau	Kan Yao, Gaan Yaow, Gan Yau, Gaanyaa	Thailand	D158	4-5
Cha Nee	Gibbon	Thailand	D123	3-5

Source: Durian Harvests

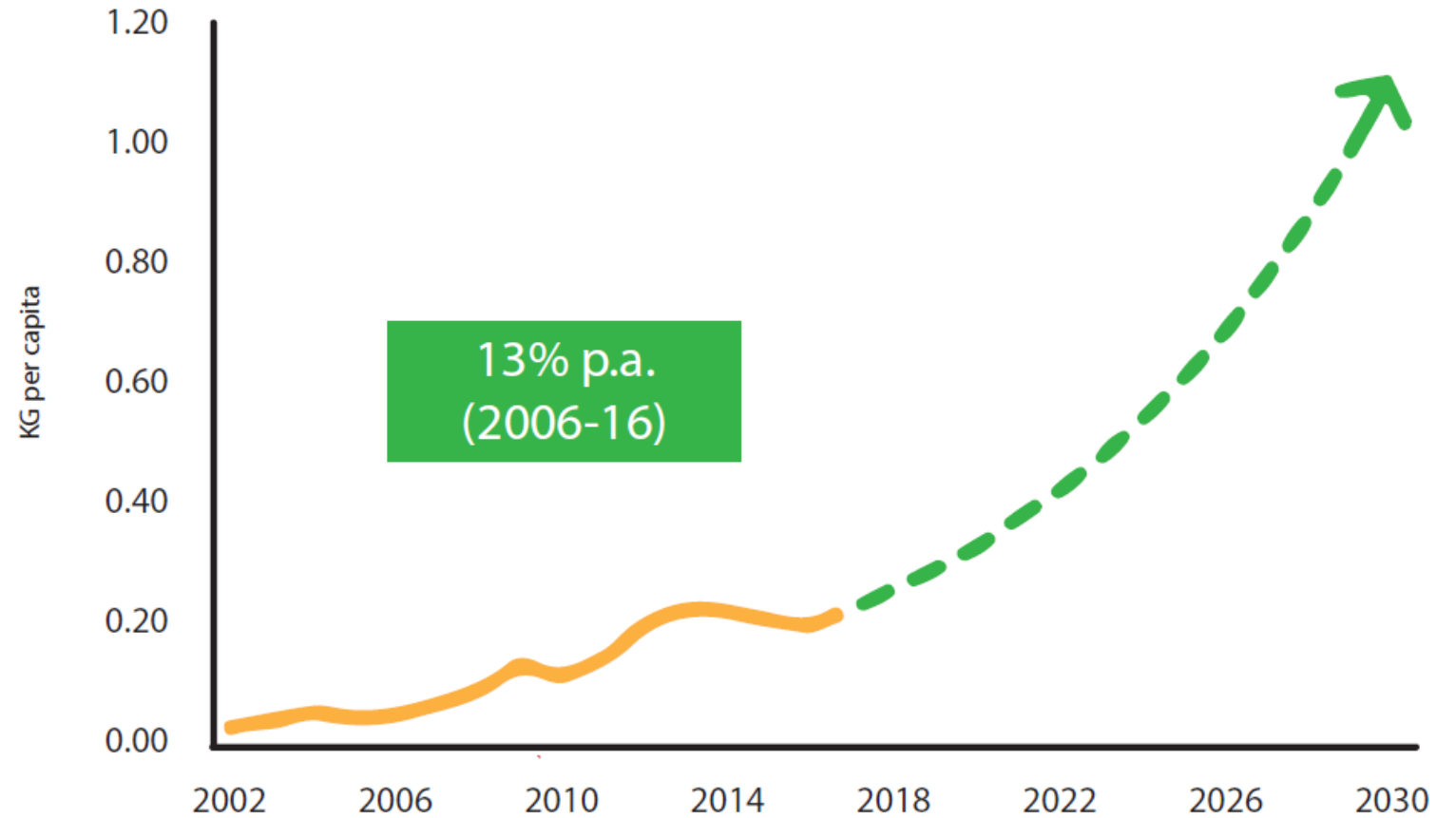
Durian Consumption – China Has Just Started!

Figure 9 – Durian Consumption per Capita (KG)



Sources: Trade Map
 The World Bank [population data]
 Department of Statistics Malaysia (2015) Supply and Utilization Accounts Selected Agricultural Commodities, Malaysia 2010-2014: Department of Statistics Malaysia. [2014 Malaysian data was used a proxy]
 Beritagar (2018) Produksi buah nasional masih berpusat di Jawa , Available at: <https://beritagar.id/artikel/berita/produksi-buah-nasional-masih-berpusat-di-jawa> (Accessed: 2018). [2015 data was used a proxy]
 Beritagar (2018) Berburu durian, nangka, dan rambutan di musim penghujan , Available at: <https://beritagar.id/artikel/berita/berburu-durian-nangka-dan-rambutan-di-musim-penghujan> (Accessed: 2018).
 Wannarat Tantrakonnsab and Nattapon Tantrakoonasab (2018) Thai Export of Durian to China: BRC Research Report Bangkok Research Center, JETRO.

Figure 11 – China: Durian Consumption Per Capita



Sources: Trade Map, The World Bank [population data]

Global Durian Demand & Top Producers

Figure 8 – Global Durian Demand

	KG	% of Total
Global Trade	440,138,000	29.84%
Domestic Consumption	1,034,948,000	70.16%
Thailand	100,834,000	-
Malaysia	348,379,000	-
Indonesia	585,735,000	-

Sources: Trade Map

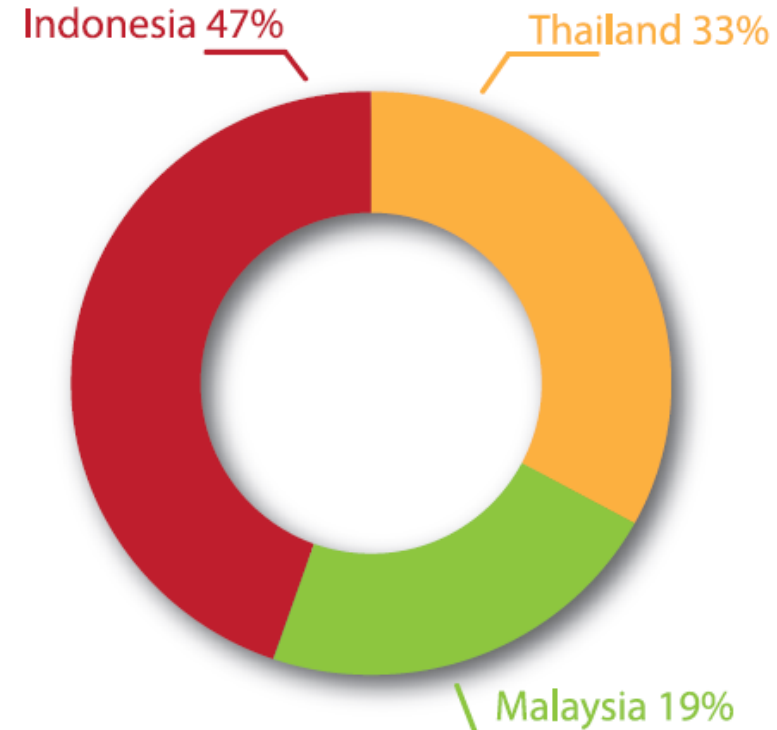
Wannarat Tantrakonnsab and Nattapon Tantrakoonsab (2018) Thai Export of Durian to China: BRC Research Report Bangkok Research Center, JETRO.

Jabatan Pertanian (Department of Agriculture) (2015) Statistik Tanaman Buah-Buahan (Fruit Crops Statistics): Jabatan Pertanian (Department of Agriculture). [2015 data was used a proxy]

Beritagar (2018) Produksi buah nasional masih berpusat di Jawa , Available at: <https://beritagar.id/artikel/berita/produksi-buah-nasional-masih-berpusat-di-jawa> (Accessed: 2018). [2015 data was used a proxy]

Beritagar (2018) Berburu durian, nangka, dan rambutan di musim penghujan , Available at: <https://beritagar.id/artikel/berita/berburu-durian-nangka-dan-rambutan-di-musim-penghujan> (Accessed: 2018).

Figure 12 – Total Durian Production (Volume)



Sources:

Beritagar (2018) Berburu durian, nangka, dan rambutan di musim penghujan , Available at: <https://beritagar.id/artikel/berita/berburu-durian-nangka-dan-rambutan-di-musim-penghujan> (Accessed: 2018).

Wannarat Tantrakonnsab and Nattapon Tantrakoonsab (2018) Thai Export of Durian to China: BRC Research Report Bangkok Research Center, JETRO.

Jabatan Pertanian (Department of Agriculture) (2016) Statistik Tanaman Buah-Buahan (Fruit Crops Statistics): Jabatan Pertanian (Department of Agriculture).

Durian Production and % of Export

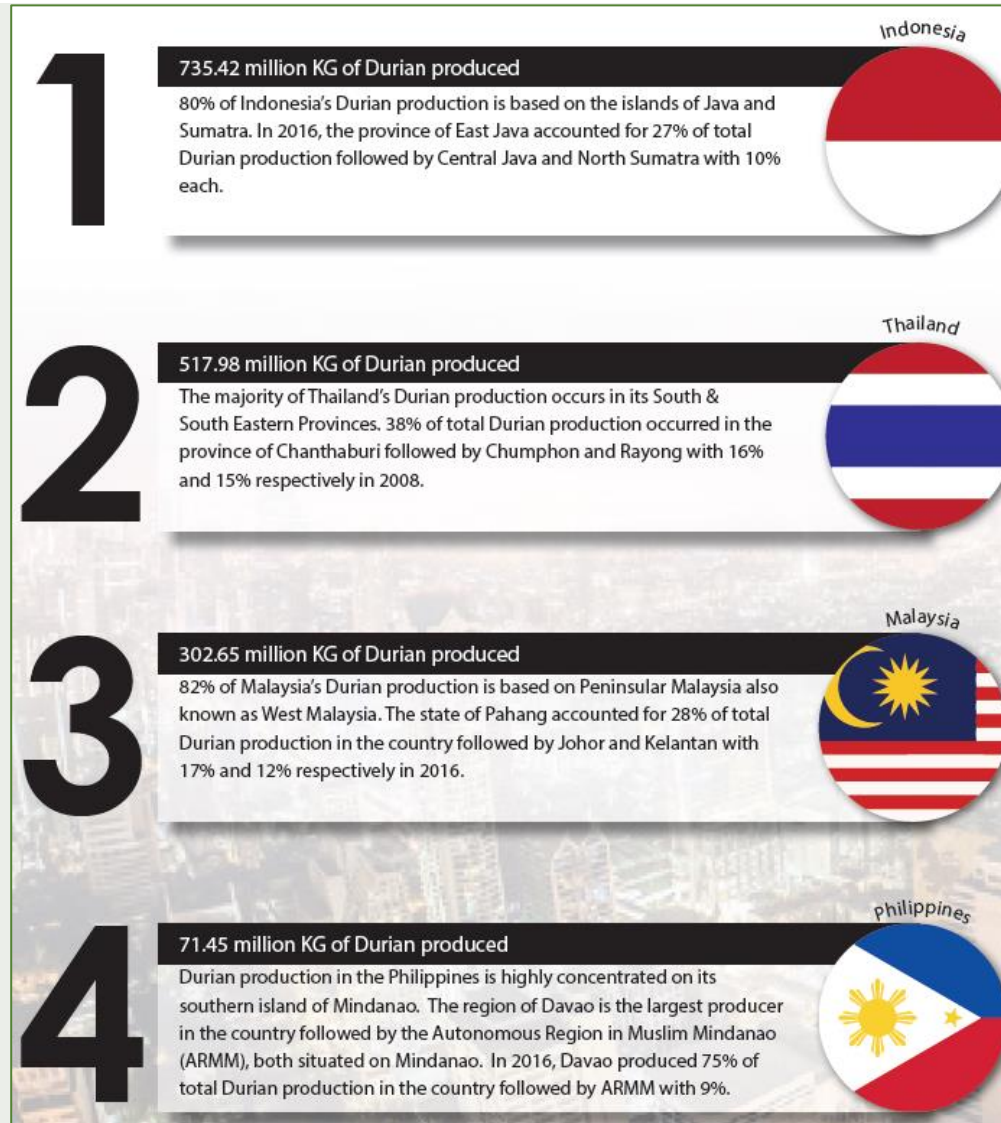
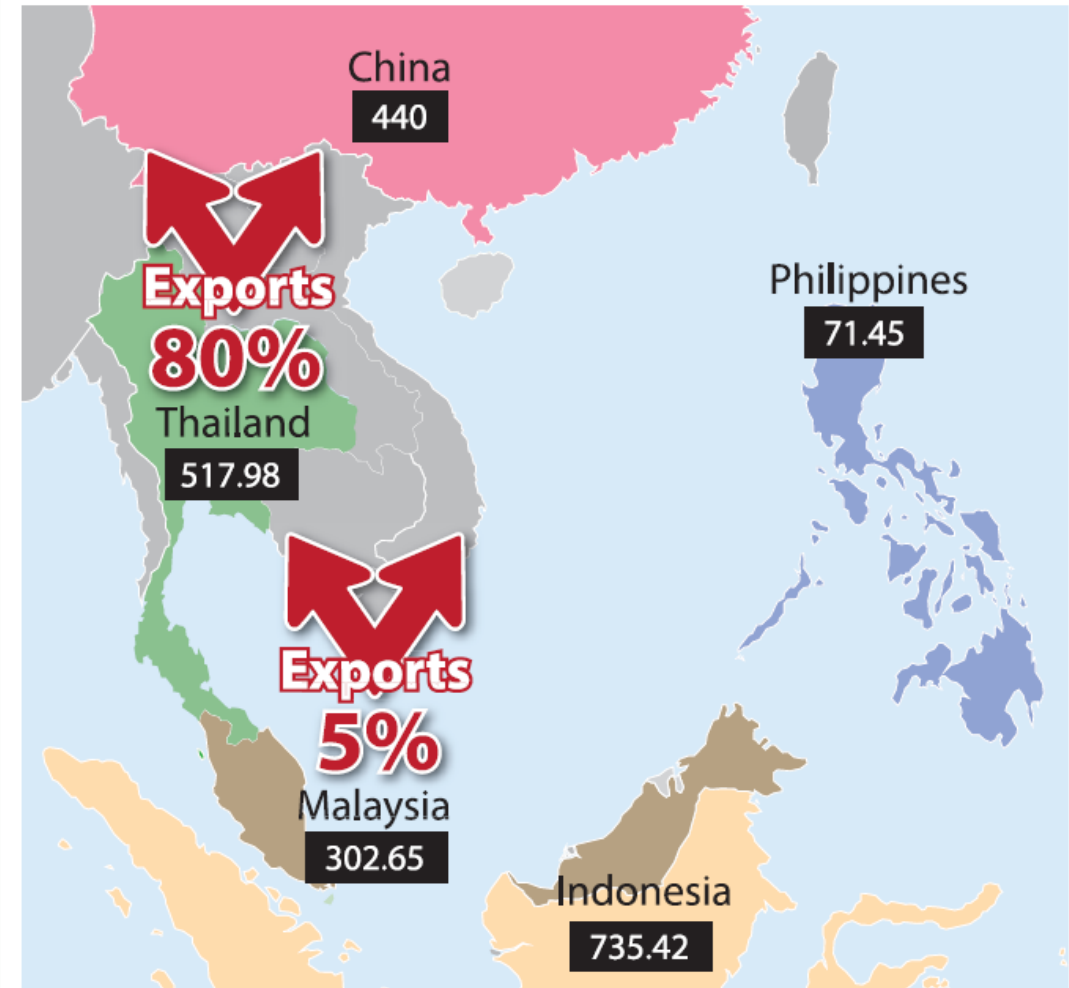


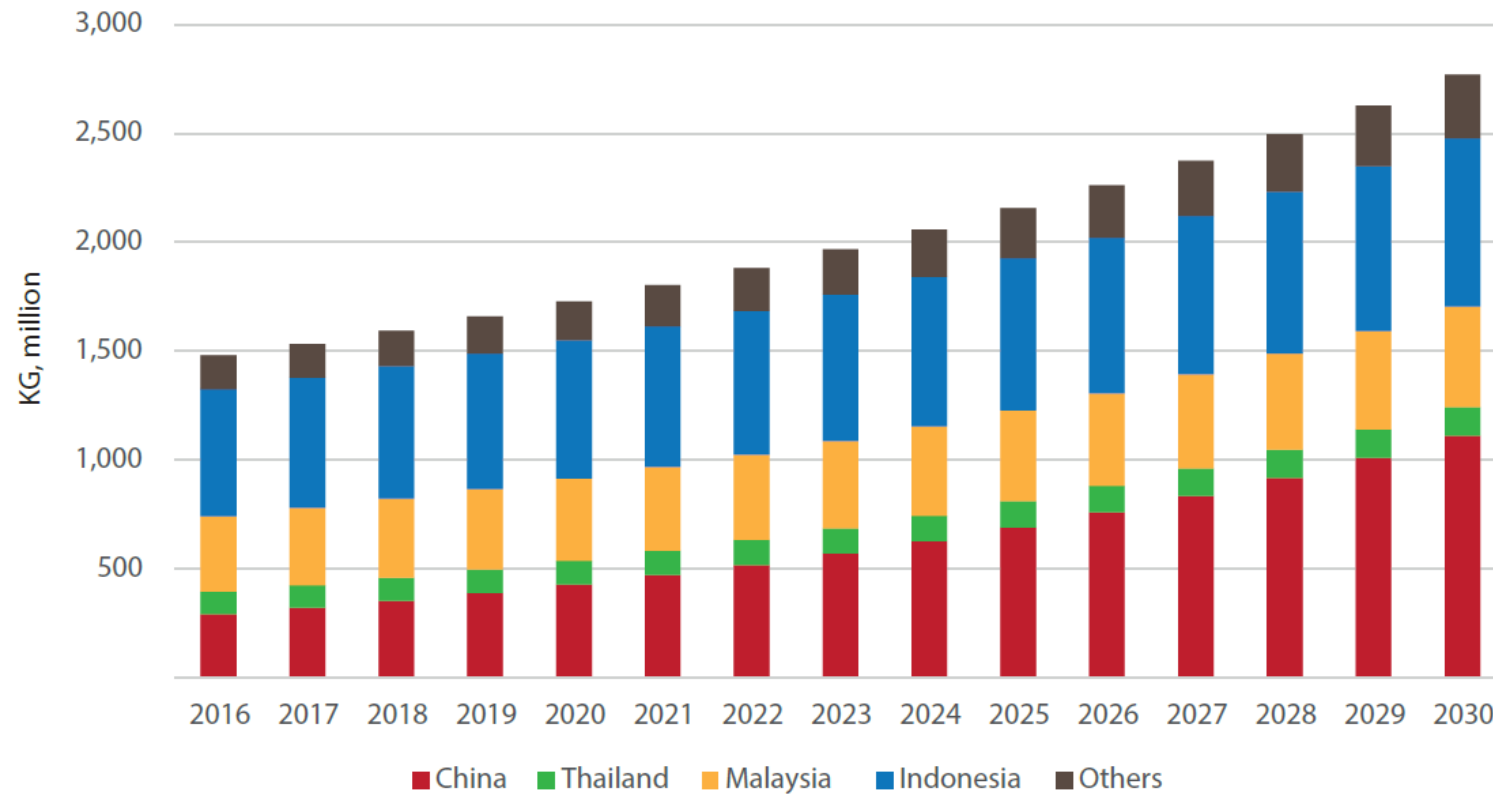
Figure 14 – Domestic Durian Production (KG, million)



Sources: Refer to Figure 15

Global Durian Trade Growth

Figure 17 – Global Durian Trade (KG, millions) - Conservative Scenario



	Total (KG)
2016	1,475,086,000
2017	1,532,413,310
2018	1,593,448,162
2019	1,658,509,727
2020	1,727,947,511
2021	1,802,144,321
2022	1,881,519,542
2023	1,966,532,724
2024	2,057,687,531
2025	2,155,536,088
2026	2,260,683,747
2027	2,373,794,335
2028	2,495,595,923
2029	2,626,887,163
2030	2,768,544,264

Source: Durian Harvests

Important Notice

This Presentation has been prepared by Martoda Agro Group Sdn Bhd (the "Company") for qualified and professional investors under the definition of the Schedule 6 and 7 of Section 229 and Section 230 of the Capital Market and Service Act 2007. The information contained herein has been prepared to provide an overview of the Company to prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire.

Prospective investors are advised to read and understand the information memorandum and risk factors associated with the Company and seek professional advice on the matter before making any investment decision. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data set forth in the information memorandum.

The Company makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

This Information includes certain statements and estimates provided by the Company with respect to the projected future performance of the Company. Such statements, estimates and projections reflect various assumptions by management concerning possible anticipated results, which assumptions may or may not be correct. No representations are made as to the accuracy of such statements, estimates or projections.

This presentation may contain statements that are not historical facts, referred to as "forward looking statements." The corporation's actual future results may differ materially from those suggested by such statements, depending on various factors including those described in the information memorandum. Prospective investors will be expected to have conducted their own due diligence investigation regarding these and all other matters pertinent to investment in the Company.



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