

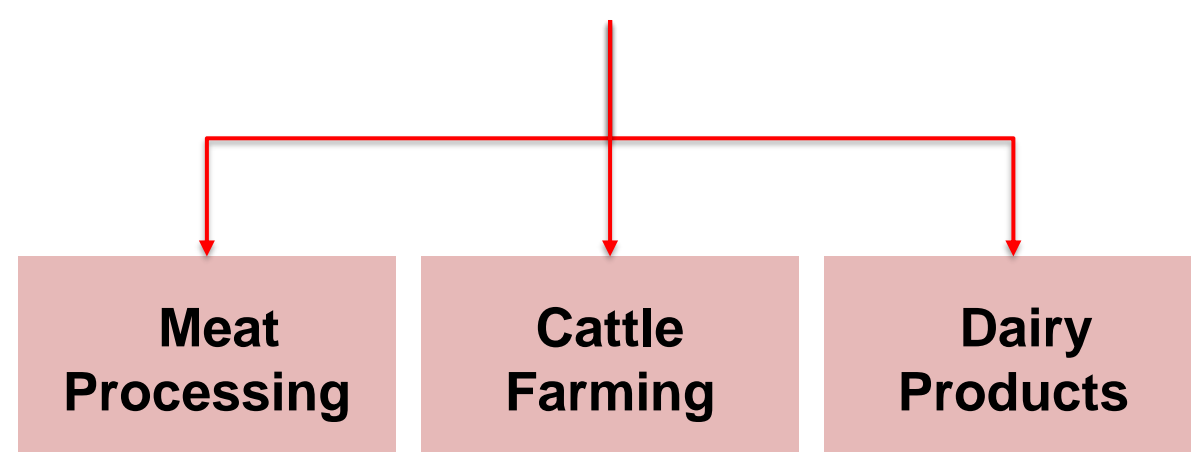
ARDENT FOOD

Executive Overview



Overview

ARDENT



Ardent Food Sdn Bhd is a spin-off from **Ardent Hospitality Services Sdn Bhd**. Since 2014, Ardent Hospitality has been providing manpower, human resources management, meat and dairy products to hotels and resorts in Malaysia and surrounding regions. The demand for meat and food supplies has increased over the years, and the promoters of Ardent Hospitality decided to start a food company to be involved in trading, farming, meat processing and embark on other food production opportunities.

Ardent Food envisioned to be the leading beef meat and dairy producer in the Asia Pacific market, with a strong focus on food security. Ardent is not just being a profitable business endeavor but also a socially responsible company to have a profound impact on the well-being of individuals, communities, and nations, making a meaningful contribution to a more secure and prosperous future.

Our Business Model

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.



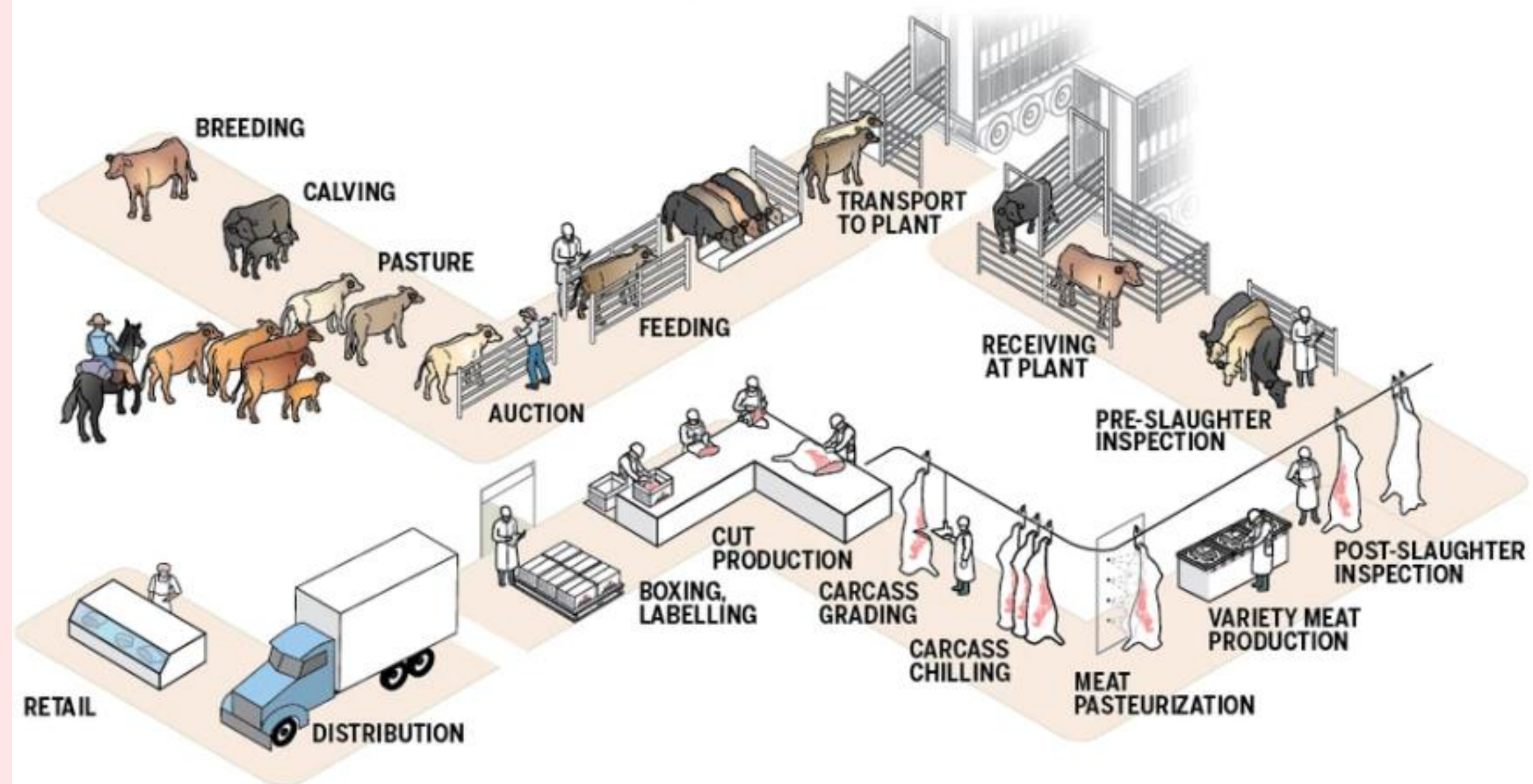
M&A in the Australia Beef Supply Chain

Ardent aims to be involved and in control of the beef supply chain, i.e. upstream & downstream companies in the beef and related business.

With the financial support of financial institutions and strategic investors, we plan to grow and expand our business via M&A. We have identified several acquisition opportunities in Australia, where the beef meat industry is known for its food security, high-quality products and stringent regulations.

Our M&A targets as follows:

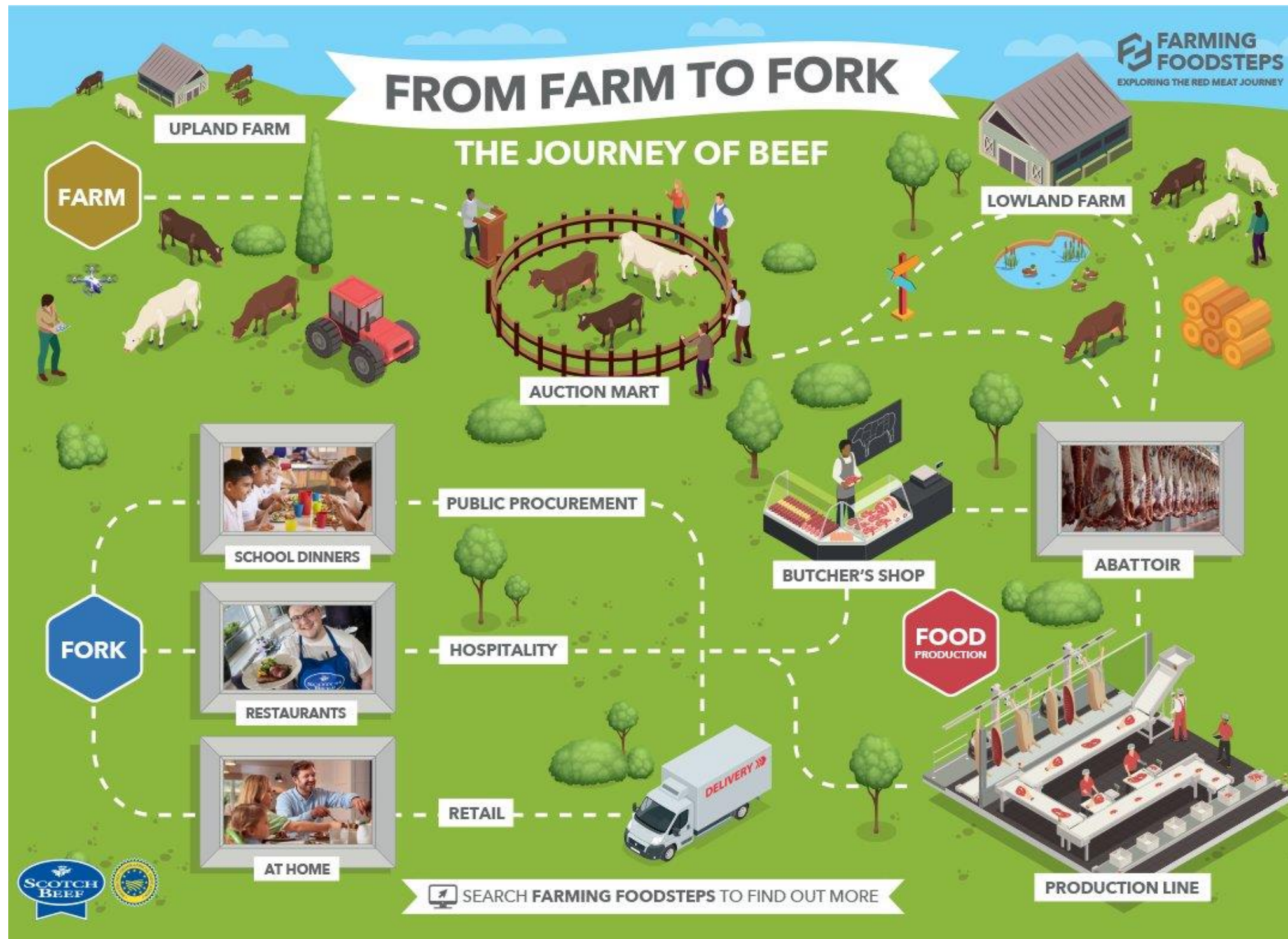
1. Meat processing
2. Cattle farm
3. Dairy producer
4. Food processing
5. Food retailers



SOURCE: ORGANIZATION FOR CO-OPERATION AND ECONOMIC DEVELOPMENT, THE CANADIAN CATTLEMEN'S ASSOCIATION, CANADIAN MEAT COUNCIL

NATIONAL POST

Our Gameplan: From Farm to Fork



Ardent intend to provide our produce directly from farm to fork, by partnering or acquiring key players with the distribution channels in the meat market, such as hypermarkets and supermarkets, food and drinks specialists, convenience stores, and e-retailers.

Ardent plans to increase our product sales by developing a sales channel strategy or marketing campaign tailored to industry needs, and by differentiating products that our resellers can modify or include in larger, customized orders.

Australia is Key Exporter in the World Beef Market

Major Players in the World Beef Market					
2023 Forecasts of Production, Consumption, and Trade					
1,000 MT, Carcass Weight Equivalent					
Top Producers			Top Consumers		
Country	2023F	% World	Country	2023F	% World
United States	12,053	20%	United States	12,220	21%
Brazil	10,560	18%	China	10,855	19%
China	7,350	12%	Brazil	7,635	13%
European Union	6,700	11%	European Union	6,460	11%
India	4,425	7%	India	2,950	5%
Total	41,088	69%	Total	40,120	70%
Top Importers			Top Exporters		
Country	2023F	% World	Country	2023F	% World
China	3,525	34%	Brazil	3,000	25%
United States	1,542	15%	Australia	1,525	13%
Japan	805	8%	India	1,475	12%
Korea, South	610	6%	United States	1,402	11%
European Union	410	4%	Argentina	760	6%
Total	6,892	67%	Total	8,162	67%

Source: USDA-FAS

Trade Partners of Other Major Importers									
5 Year Average (2017-2021)									
China					South Korea				
Partner	1,000 MT	% Imp	Million \$	% Imp	Partner	1,000 MT	% Imp	Million \$	% Imp
Brazil	525	33%	\$ 2,610	34%	USA	228	52%	\$ 1,653	58%
Argentina	324	21%	\$ 1,350	17%	Australia	175	40%	\$ 1,045	36%
Uruguay	208	13%	\$ 922	12%	New Zealand	20	5%	\$ 85	3%
Australia	203	13%	\$ 1,209	16%	Canada	6	1%	\$ 36	1%
New Zealand	183	12%	\$ 885	11%	Mexico	5	1%	\$ 23	1%
Total	1,443	92%	\$ 6,977	90%	Total	434	98%	2,842	99%
Japan					Chile				
Partner	1,000 MT	% Imp	Million \$	% Imp	Partner	1,000 MT	% Imp	Million \$	% Imp
Australia	280	45%	\$ 1,579	45%	Paraguay	98	41%	\$ 463	39%
USA	257	42%	\$ 1,492	43%	Brazil	98	40%	\$ 432	37%
Canada	35	6%	\$ 160	5%	Argentina	32	13%	\$ 188	16%
New Zealand	24	4%	\$ 135	4%	USA	8	3%	\$ 59	5%
Mexico	13	2%	\$ 66	2%	Uruguay	4	2%	\$ 24	2%
Total	608	99%	3,432	99%	Total	241	99%	1,165	99%

Source: CEPII-BASI

Key Highlights of Target Company 1:

Halal Meat Processing Company Based in Melbourne, Australia



Thriving Family Business with Track Record

Asset free from encumbrances

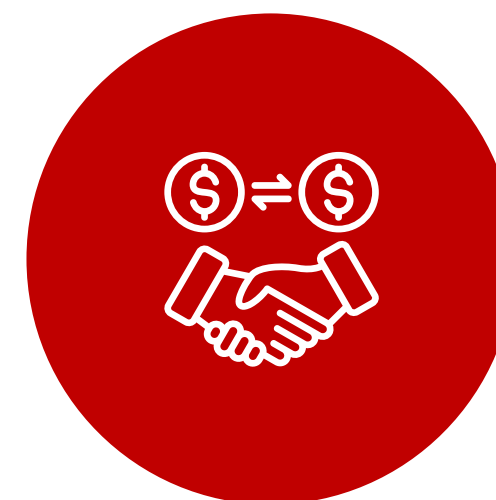
Strong branding & credibility



Cash Cow, Profitable & Sustainable Business

FYE 2022 Sales:
AUD 86 million

Adj. Earnings:
AUD 4 million



Long Term Relationship with Customers

Tier 1 Export License to OIC Countries

Exports to Southeast Asia, North Asia



Accreditation and Operating Licenses in Australia

Approved Export License.
Aus Meat Accredited.
Halal Accredited.
SGS/PrimeSafe Approved.
HACCP Certified.

MANAGEMENT TEAM



Thanabalan Govindasamy ("Balan"),
Managing Director

For the past 19 years as the Founder & Director of Ardent Hospitality Services, Balan has been the driving force behind the success and growth of the Company with over 600 dedicated staff members. Balan has exemplified exceptional leadership, strategic vision, and unwavering commitment to excellence. His leadership has been instrumental in not only shaping innovative strategies but also in overseeing the day-to-day operations of our diverse team. His extensive experience in managing a business with such a large workforce has further strengthened his ability to foster a culture of collaboration and excellence within our organization.



Manoharan T. Dhanaraj ("Mano")
Chief Executive Officer

With a diverse and accomplished career spanning over three decades, Mano brings a wealth of expertise to his role as the Director of Ardent Food. Over the past 14 years, Mano has held many C-Level positions within companies, demonstrating a consistent track record of leadership and effective decision-making. Mano has extensive hands-on operational management experience, and actively managed and led various aspects of business operations, optimizing processes, and driving cost-efficiency while maintaining a strong focus on Environmental, Social, and Governance (ESG) principles. He places a strong emphasis on responsible business practices and sustainability in today's global landscape, successfully integrating ESG initiatives into operational management.



William Du
Chief Financial Officer

William oversees the corporate finance and investor relations matters at Ardent Food. William is the Founder and CEO of Ingenious Haus Group, a boutique financial services company, providing corporate finance, private equity, wealth management & investment services to entrepreneurs and business owners since 2004. William has extensive experience in asset management, equity financing, corporate restructuring, initial public offerings, mergers and acquisitions, and corporate development. William is appointed as Non-Executive Director of Technology & Telecommunication Acquisition Corporation (SPAC) on NASDAQ, and was the Chairman of Vertu Capital Ltd listed on the main market of London Stock Exchange.



Datuk Eddie Razak
Chief Strategy Officer

Datuk Eddie is responsible in strategic planning and corporate development at Ardent Food. He is Director of various operating companies of Hatten Land Ltd in Melaka, a property developer listed on the Singapore Exchange (SGX). He is also shareholder and Chairman of a granite quarry operator in Kelantan since 1991. Datuk Eddie is a consultant and advisor in public policy for social impact and environmental sustainability. During 2019 to 2022, he led the consulting team for developing and establishing a new social sector fund for the Ministry of Human Resource & Social Development of Saudi Arabia, as part of the Kingdom's Vision 2030. This fund has now been established since January 2023 as the Associations Support Fund (www.asf.gov.sa), with a funding base of SAR400 million (over RM500 million).



Prof. Dato' Dr. Mohd Azmi bin Mohd Lila,
Chief Compliance Officer

Dato' Dr. Mohd Azmi is a distinguished and highly accomplished individual in the field of life sciences, technology commercialization, investment and entrepreneurship. Currently serving as the Professor and Dean of the Faculty of Veterinary Medicine at the prestigious University Putra Malaysia (UPM), he is also an Adjunct Professor/Advisor at Bayero University of Kano (BUK), Nigeria, further solidifying his global influence. With over 30 years of experience in life sciences and biotechnology, Dato' Dr. Mohd Azmi, has an impressive track record. He has held significant leadership roles, including Director of the Institute of Bioscience at UPM and Deputy Vice-Chancellor of UPM. Additionally, he was the founding President and advisor of the Innovation and Technology Managers Association of Malaysia (ITMA) and a co-founder and director of the International Intellectual Property Commercialization Council (IIPCC) for the Malaysian Chapter.



ARDENT

CONTACT US



Manoharan Dhanaraj

Chief Executive Officer

+6012 268 6743

William Du

Chief Financial Officer

+6012 777 2388

