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Malaysian-owned Thai-style Noodle Chain Boat Noodle Accelerates Franchise Growth Nationwide, Supported by Japan's F&B Giant Toridoll Holdings

- *Malaysians can expect to see 150 Boat Noodle outlets nationwide by 2027*
- *The event also witnessed a strategic partnership between Boat Noodle and KOGUNA which comprises FELDA members as part of an economic recovery from the pandemic initiative*

SELANGOR, 9 JUNE 2022 - In 2021, Malaysian-owned Thai-style noodle chain Boat Noodle obtained the Franchise License, and from then on, the company has been welcoming Malaysian companies and corporations to join its franchise business model. Boat Noodle is a testament to a food and beverage (F&B) business that is progressive, innovative, and disruptive. The new business model is necessary because of the changes the pandemic had brought upon them. Now with the support of its shareholder formalized in 2016, Toridoll Holdings, Boat Noodle aims to grow its franchise business nationwide with 150 outlets in mind in the next 5 years.

The media event also witnessed the announcement of Boat Noodle's partnership with Koperasi Pekerja FELDA Malaysia Berhad (KOGUNA) to offer its franchise opportunities to FELDA beneficiaries. This is aligned with its business plan of equipping Malaysians, especially those living in smaller towns or FELDA settlements with business opportunities and bringing the Boat Noodle experience to a wider audience and network nationwide.

Mr. Tony Lim Chin Hau, Founder, and CEO of Boat Noodle said that they were honoured to have KOGUNA onboard with them and to be aligned with their vision as supported by KOGUNA Chairman Safie bin Hj. Muda and Malaysia Co-operative Societies Commission Wilayah Persekutuan Kuala Lumpur branch Director Encik Jaafar bin Ahmad.

"The franchise business model is a new shop-lot concept developed by Boat Noodle because of the changes the pandemic had brought upon us. Now that the economy is opening up, we would like to work together with more Malaysians, especially from the smaller towns who aspire to own their business by providing them the strategic tools to realize their dream."



"That said, the Boat Noodle brand is no stranger to many Malaysians. With brand familiarity and loyalty as well as proper guidance including operations training, marketing, promotions, etc. from the Boat Noodle management, our franchise owners may enjoy the fruits of their labour from 24 months onwards in running the franchise business. We truly hope to establish a long-term partnership with KOGUNA to open more Boat Noodle stores together."

Mr. Satoshi Suga, Head of Global Expansion, Toridoll Holdings Corporation added, "As a shareholder of Boat Noodle with a 49% stake in the business, we are excited to be working alongside Tony and his team to make this franchise business a success. We believe our global expertise in the F&B would work very well with Tony's strong local market insights and business acumen to bring a unique business offering to Malaysian franchise owners."

The announcement took place at Boat Noodle's latest outlet at Bandar Seri Putra, Bangi which marks the first franchise partnership between Boat Noodle and KOGUNA. Aside from the robust growth, Malaysians can expect to see a refreshed interior that promises to offer a unique customer experience when they dine in any of the Boat Noodle outlets.

Safie bin Hj. Muda, KOGUNA Chairman said this partnership came at an opportune time as the pandemic has brought unique changes to the economic recovery and sustainability. "It is great to see Boat Noodle extending business opportunities to the FELDA beneficiaries, especially for the younger generation as they are essential to the nation's economic development and growth. This is in tandem with KOGUNA's main function of delivering our investments for greater return for our members. Having been shown Boat Noodle's expansion plan, we are confident to see the potential Return of Investment that will suit our investment plan."

KOGUNA is an association established on 14 June 1980 by a group of FELDA staff to increase the economic interests of its members and help in terms of welfare and financial challenges. To date, KOGUNA continues to thrive with a total membership of more than 6,000 members throughout Malaysia with an Accumulated Share Capital of more than RM 22 million.

Operating since 2014, Boat Noodle is known for its authentic Thai-style noodles known locally in Thailand as boat noodle served in small bowls as their signature dish. Over the years, the company has disrupted the market with its unique *makan culture*, takeaway and delivery concept with *Tapau Je* which allows customers to enjoy equal goodness at home as well as the franchise business model.



Through the franchise business model, Boat Noodle has successfully opened 9 franchise outlets in the last 6 months in Amanjaya, Sungai Petani, Kedah; Tawau, Sabah; Seri Manjung, Perak; Tamarind Square, Cyberjaya; Bandar Saujana Putra, Kuala Langat; Bandar Sri Permaisuri, Cheras; Presint 15 Putrajaya; Jerneh, Terengganu and Bandar Seri Putra, Bangi.

Boat Noodle targets to open 20 franchise outlets and 5 corporate stores (*solely owned*) yearly for the next 3 years. Boat Noodle is also aiming to open an additional 400 outlets globally through the franchise program. Currently, Boat Noodle has a total of 35 outlets (*solely owned*) in Malaysia, 7 in Singapore, and 2 in Brunei, and soon to open 4 outlets in the Philippines with additional 10 more domestic outlets this year.

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Official hashtags: #boatnoodle #myboatnoodle

High-res images: [Here](#)

More information on Boat Noodle Franchise Program:

<https://boatnoodle.com.my/pages/franchiseopportunities>



About Boat Noodle

Boat Noodle is a Malaysian-owned Thai-style noodle chain. The company first started in the back alleys of Bangkok with authentic recipes (Thai Muslim traders) deriving from 1974 when food and taste were passed as traditions from an older generation to now. In March 2014, the first Boat Noodle outlet opened its doors in Malaysia.

Boat Noodle has a unique *makan culture*, as Boat Noodle bowls are served in small portions, the company encourages customers to stack little bowls of happiness as how it's done on the floating markets in Thailand. Boat Noodle has an international presence in Singapore, and Brunei and is currently available for franchise opportunities nationwide and internationally.

List of Boat Noodle outlets in Malaysia:

- | | | |
|--------------------------|--------------------------|---|
| 1. 1 Utama | 16. Kluang Mall | 31. The Gardens Mall |
| 2. Aeon AU2 | 17. Mahkota Parade | 32. Bandar Jerneh NEW |
| 3. Aeon Bandaraya Melaka | 18. Melawati Mall | 33. Bandar Sri Permaisuri NEW |
| 4. Aeon Bukit Tinggi | 19. Midvalley Southkey | 34. Presint 15, Putrajaya NEW |
| 5. Aeon Kota Bharu | 20. MyTown, Cheras | 35. Tamarind Square NEW |
| 6. Aeon Shah Alam | 21. Queensbay Mall | 36. Seri Manjung NEW |
| 7. Aman Central | 22. Setapak Central | 37. Tawau, Sabah NEW |
| 8. Berjaya Times Square | 23. Setia City Mall | 38. Bandar Seri Putra NEW |
| 9. Central i-City | 24. Bandar Baru Sg Buloh | 39. Bandar Saujana Putra NEW |
| 10. CITTA Mall | 25. SOGO KL | 40. Amanjaya Mall NEW |
| 11. Gamuda Walk | 26. Prima Sri Gombak | 41. Nibong Tebal OPENING SOON |
| 12. IOI City Mall | 27. Sunway Carnival | 42. Bukit Beruang, Melaka OPENING SOON |
| 13. IOI Puchong | 28. Sunway Putra Mall | 43. Seremban 2 OPENING SOON |
| 14. IPC Mall | 29. Sunway Pyramid | |
| 15. Ipoh Parade | 30. Sunway Velocity | |

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