



INVESTOR RELATIONS POLICY

1. Preface

As a public listed company, Farm Fresh Berhad (“FFB” or the “Company”) is committed to provide information about the Company, its management, operations, financial condition and future prospects. This information is directed to a diverse audience of shareholders, stakeholders and the general public. The aim is to represent the Company fairly and accurately, so that investors and potential investors can make properly informed investment decisions, and others can have a balanced understanding of the Company and its objectives.

This Policy serves two purposes. First, it is the foundation of FFB’s Investor Relations (“IR”) programme and provides an internal framework of processes and procedures. Second, it is a statement to the Company’s shareholders and other stakeholders on how FFB intends to keep them informed of material developments and maintain effective communication with them.

This policy will apply to all FFB’s Board of Directors and employees of the Company.

The recommendations contained in the Malaysian Code on Corporate Governance and its disclosure obligations contained in Bursa Malaysia’s Listing Requirements have been taken into account in formulating this IR policy.

This IR programme is designed to be both proactive and interactive, and is driven by the following principles:

- The Company will always report its financial results and material developments to the Exchange, its shareholders and other relevant stakeholders in an open and comprehensive manner;
- The Company will communicate only through its designated spokespersons;
- The Company will use its website as an additional primary communication channel;
- The Company will proactively address reports and rumours, so as to avoid unnecessary speculation in its securities;
- The Company will give reasonable access to analysts and the media to help them have informed opinions of the Company, but will not seek to influence those opinions;
- The Company will endeavour to meet with its major shareholders at least once in each fiscal year as part of its on-going programme to inform and obtain feedback on the Company.

Having this structured approach to the communication of material information would benefit both the Company and its shareholders. The Company may develop corporate credibility and investor confidence through this IR programme.



2. Material Information

The Company will always fully comply with its disclosure obligations expressed in Bursa Malaysia's Listing Requirements of the Exchange. The **Appendix** at the end of this document gives a description of the main elements which comprise material information.

In determining materiality, the Company will assess the likely effect of the information on the price of the Company's securities, which would also include a determination of whether the circumstances or events are measurable and trigger the materiality thresholds in the Exchange's methods for percentage ratio calculation. Material information concerning the Company provided in written or oral communications would typically include:

- i. Reports and documents provided to the Exchange and other regulators;
- ii. Materials and statements in Company's Annual Reports, quarterly reports, press releases, letters and circulars to shareholders;
- iii. Presentations on behalf of the Company;
- iv. Information on the Company's websites;
- v. Articles concerning the Company;
- vi. Correspondence and e-mails;
- vii. Verbal statements made to outside parties in meetings, briefings, press conferences, or during telephone conversations;
- viii. Interviews with the media;
- ix. Speeches given on behalf of the Company.

3. IR Audience Constituents

The audience of the Company is diverse, including the following:

- i. Shareholders and prospective investors;
- ii. Analysts, fund managers and investment bankers;
- iii. The financial press and other media;
- iv. Government and regulators;
- v. Business partners and service providers.



4. Commitments for Communications

FFB will make every effort to ensure that all material information concerning the Company is made as freely and widely available as possible. The Company encourages an exchange of opinion between itself and its principal stakeholders and will organize its communications to facilitate that dialogue.

The Company's communication will be conducted according to the following attributes:

- i. Transparency: Material information will be released, whether it is favourable or not, in a balanced and fair manner that is not misleading.
- ii. Consistency: All relevant stakeholders will receive the same information, only formats may differ depending on the audience and forum.
- iii. Accuracy: Information should be complete and accurate when released and any material errors will be immediately corrected and clarified.
- iv. Timeliness: Material information will be released as soon as it is known, unless there are exceptional legitimate reasons to withhold, which will be no longer than absolutely necessary.
- v. Non-selective: Equality of access to material information will be achieved through broad public dissemination; no stakeholder will be given otherwise undisclosed material information in any form.

5. Authorized Spokespersons For IR

The Company's Group Managing Director and Group Chief Executive Officer ("GMD/GCEO") and Group Chief Financial Officer ("GCFO") have been designated as the primary IR spokespersons.

The GMD/GCEO and GCFO may communicate on behalf of the Company with audience constituents and respond to questions in relation to the Company, strategies, developments, future prospects, financial plans and operational matters.

The Primary Spokespersons may authorize secondary spokesperson(s), who may only communicate with audience constituents in connection with their specific areas of responsibility within the Company, and as authorized by a Primary Spokesperson. No other individuals may act as spokespersons for the Company.

6. Confidential Information

All information regarding the Company, its operations, financial condition and future prospects, should be regarded as material and price-sensitive, and must be treated as confidential unless it is already in the public domain.

Access to confidential information will be restricted to those persons (including employees and third parties, such as the Company's auditors, bankers, lawyers or other professional

advisors) with a legitimate need for such information, determined by their duties or obligations to the Company.

Leakage and Accidental Disclosure

In the event of an information leakage, or the accidental disclosure of unpublished material information, the situation will be addressed in line with the Company's chain of authority and responsibility. If deemed necessary, the Company will make an appropriate announcement to Bursa Malaysia as soon as practicably possible, which may be followed by a press release and/or other communication modes.

7. Disclosure procedures

The Company will take the following steps in announcing material information:

Step 1: Approval is given for release of material information in line with the chain of authority and responsibility.

Step 2: An announcement is made to Bursa Malaysia during trading hours.
(Note: If the Company believes it would assist in having the news or information better understood and widely disseminated, Bursa Malaysia may be requested to temporarily suspend trading in the Company's securities, so that an announcement can be made during trading hours.)

Step 3: Issue of a Company press release to major newspapers and newswire services in Malaysia.
(Note: Except in a limited number of minor, administrative situations, any news or information which is announced to the Exchange will be followed by a press release.)

Step 4: A press conference or briefing/presentation for investors, analysts and the media may be convened.
(Note: This will usually take place following the announcement of the Company's quarterly reports (interim financial reports), as well as the announcement of any major corporate development.)

Step 5: The Company press release, and any presentation material produced for a press conference or briefing, are posted on the Company's website, and email copies are dispatched to relevant persons on the Company's mailing list.

8. Meetings, Events and Reports

(A) Meetings with Analysts, Fund Managers, Investors and the Media

As part of the Company's IR programme, meetings, conference calls and interviews are conducted on a regular basis with investors, analysts, research organizations and the media to provide an update of Company performance and developments and to seek their opinions on broader issues concerning the Company.

These meetings may be arranged on either an individual basis or in small groups.



Analyst briefings are normally held in conjunction with the announcement of the Company's fiscal quarterly financial results, as well as announcement of any major corporate developments. Authorized Spokespersons will conduct the press conference/briefing, with assistance from IR personnel where necessary.

For all such meetings, the spokesperson will ensure only information already in the public domain is discussed.

(B) Access to Meetings with Senior Management

If meeting requests are received from shareholders, investors, or analysts, FFB's senior management, subject to their availability, will endeavor to attend such meetings in person. Any meeting requests with senior management should be directed to the Company's IR Division.

(C) Investor Events

i. Investor Conferences and Non-Deal Roadshows

The Company will actively participate in roadshows and investor conferences hosted by stockbrokers and investment banks, domestically and abroad. Attendance at any roadshow programme will be based on schedule availability as well as the broker's and investment bank's capability and track record in terms of research quality, geographical presence, investor access, roadshow logistics and investor relations support.

ii. Other Investor Events

The Company may participate in any other relevant investor events, as deemed appropriate, as part of its investor relations programme. The objective of such participation will be to provide investors with further opportunity to develop a better understanding of the Company's business.

(D) Circulation of Quarterly Financial Report & Analyst Presentation Material

The Company's quarterly financial results will be made available on Bursa Malaysia's website on the day of approval from the Board, in compliance with Bursa Malaysia's format.

Thereafter, quarterly report and presentation material will be posted on the Company's website, and relevant parties on the Company's IR mailing list will be alerted via email.

(E) Review of Analyst Reports

The Company maintains an active engagement relationship with research houses, stockbrokers, and investment banks, independent of their current views or recommendations on the Company, to enhance the quantity and quality, as well as ensuring fair and accurate representation, of their analyst research reports.

It is the Company's policy to refrain from commenting on draft analysts' reports or models and attempts to influence the analyst's opinion or recommendations. The Company will not endorse or externally distribute any analysts' reports. However, the Company, may internally



circulate such reports to its Board and senior management to aid them in understanding prevailing market perception of the Company.

(F) Annual Report

Annual Reports will be published and distributed in both printed and electronic format. Printed copies of annual report will be delivered only to those who notify the Company that they would like to receive the printed annual report. An electronic copy of annual report will also be made available on the Company's website.

(G) Annual General Meeting ("AGM")

Notice for the meeting will be announced to Bursa Malaysia and in a daily newspaper and will be in compliance with the Listing Requirements (e.g. Notice of AGM is given to the shareholders at least 28 days prior to the meeting). The content of the Annual General Meeting will concentrate on the Company's resolutions, financial performance, development, strategy, and any relevant operational matters of interest to shareholders.

The Annual General Meeting is regarded as a vital avenue, especially for communicating with our retail shareholders. The Company deems this as an opportunity for shareholders to engage with the Board and key senior management and to gain a fuller understanding of the Company's operations.

As such, meetings will be conducted in a manner which permits reasonable enquiry, and the Company will strive to provide shareholders with all relevant information, which may include written answers.

9. Responding to Market Rumours

The Company will not normally respond or comment on market rumours or speculation, unless it contains material information that may have a potential impact on the Company's share price.

If a report or rumour about the Company contains material information, FFB will issue an announcement to Bursa Malaysia together with facts of the matter and provide sufficient supporting information to deny or clarify the report or rumour.

10. Forward-looking Information & Comment

To assist investors and other stakeholders in evaluating the Company, the prospects/outlook for the Company are provided in the quarterly report and during analyst presentation. This may also be included in any subsequent press release or briefing.

The Company will not normally provide any forecast of its future financial results but may provide comments on its future prospects, including the likelihood of meeting any publicized targets.

Any forward-looking information or comment will be clearly qualified by a disclaimer or guidance not to rely on the data, to be included in all relevant written materials.



In the event of a significant variation occurring between previously given guidance and actual financial results, the Company will consider the significance of the variation, whether the expectations of the investment community differ materially from the Company's actual results, and whether a decision not to issue a clarifying announcement would amount to the Company misleading the market.

11. Crisis Communication Procedure

Any potentially damaging event, of either an operational or financial nature, which might materially and negatively affect the Company or its financial condition or have a material adverse effect on the price of the Company's securities, is regarded as a crisis.

The Company has an established Crisis Management Team, led by the GMD/GCEO, with assistance from the Senior Management, as required. In these situations, all communications are conducted through the said team, with assistance from the Internal Audit & Risk department, Company Secretary, as necessary.

12. Major Corporate Developments

The Company will strictly enforce its procedures for the protection of confidentiality until such time as the development of any major corporate development, such as a merger or acquisition or the commencement of a significant new business or product, has received all requisite internal approvals. Thereafter, special attention will be paid to ensure the widest and most complete dissemination of information concerning the development, in line with the provisions of this policy and Bursa Malaysia's Listing Requirements.

13. Insiders

Anyone who has access to material information about the Company, its financial condition and its operations, is regarded as an Insider. Material information which is in the possession of an Insider and has not been disclosed to the Bursa Malaysia and the investing public is Inside Information. Insiders may not deal in the Company's securities while in possession of Inside Information, nor may they pass on that information to help another person deal in the Company's securities.

The Company has published a Code of Conduct and Business Ethics which applies to all FFB's board of directors and employees, which emphasizes the prohibition on not using confidential information for personal gain or for the advantage of others with whom the person is associated with..

14. Obtaining Feedback

The Company welcomes comment and constructive criticism from investors and other major stakeholders. The Company has developed various channels (email, IR's contact number or directly obtain via meetings or engagements with the stakeholder) for investors and major stakeholders to provide their comments and feedback in relation to Company's operational matters.



15. The Company Website (<https://www.farmfresh.com.my/investor-relations/>)

The Company will use its website as one of its primary communication conduits to enhance existing modes of disseminating information.

Press releases, presentation materials for briefings or meetings with investors, analysts and the media, will be posted on the website. The website will provide for email communication with the Company, and for stakeholders to register their interest in information about the Company, so that they may be alerted of developments or breaking news.

16. Policy Matters

This policy was adopted by FFB's Board of Directors on 24 February 2023. It is subject to annual review and any material changes may be amended as determined by the GMD/GCEO.

This Policy is published on the Company's website in the IR section.

17. Enquiries

Any questions or inquiries on investors relations related matters can be directed to the IR Division.

Investor Relations Division

Tel: +607-2323 463

E-mail: ir@farmfreshmilk.com.my



APPENDIX

TYPES OF MATERIAL INFORMATION

Material information is any information about the Company which is expected to have a material effect on:

- the market price or value of the Company's securities, or activity in the trading of its securities; or
- a decision to buy, sell or continue holding the Company's securities which is made by an existing holder of those securities, or someone considering an investment in those securities.

The following gives a general description of matters which would be regarded as material information.

- Change in shareholders which might affect control of the Company;
- New issue of securities by the Company;
- Information concerning dividends;
- Reorganisation or reconstruction of the Company;
- Material litigation and court decisions;
- Mergers, acquisitions and other major corporate developments;
- Significant borrowings and any ratings attached to those borrowings;
- Any event of default in respect of a material financial obligation of the Company;
- The acquisition or loss of any material contract;
- Material new products;
- Material changes in the Company's business or its strategy or investment plans;
- Quarterly reports of interim financial results, and the Company's annual audited accounts.
- Other events that may be expected to have a material effect on the Company's operations, financial condition or future prospects;