

Slide Presentation for Türkiye Embassy
YBhg. Dato' Haji Abu Bakar As –Sidek bin Dato' Haji Mohd Sidek
PERNAS' Chairman of Executime Committee (EXCO)

Menara PERNAS
4 September 2023



Malaysia's Franchise Champion.

Corporate Video

#caripernas

PERNAS' OVERVIEW

PERNAS has a rich history spanning over 50 years

1969



Perbadanan Nasional Berhad or **PERNAS** was incorporated in November 1969 as a wholly owned government company to carry out the resolutions at the First & Second Bumiputera Economic Congress.

During the 70's PERNAS was one of Malaysia largest conglomerates and GLC. Established two notable companies:-

- 1975 – London Tin Mining (**Malaysia Mining Corporation**)
- 1978 – **Sime Darby**

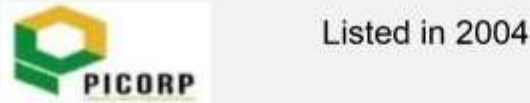
In **1981**, PERNAS' leading role was taken over by Permodalan Nasional Berhad (PNB) and some of PERNAS' shares were transferred to PNB.

1996



PERNAS was rebranded to **PNS** with a new mandate to **develop Bumiputera Middle Class Entrepreneurs** via an Entrepreneurship program offering equity financing and investment.

Some of the most notable companies assisted by PNS are:-



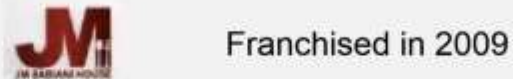
2004



PNS' mandate was once again renewed with a strategic focus to **develop the franchise industry**.

PNS was tasked to support the **development of Franchise Industry via Equity, Financing and provision of Retail Space**.

Amongst local Brands assisted by PNS:-



2021



On **21 June 2021**, PNS was rebranded to **PERNAS** to further strengthen the agency's position as the champion of franchise industry growth in Malaysia.

To provide a clearer picture to the public on the role of PERNAS in the franchise industry.

To address the issue of brand confusion with other organizations over the years.

PERNAS is entrusted with the mandate to develop the franchise industry in Malaysia

We achieved that through various capacity building programs, financing, and investing in companies

Vision

To be the premier corporation
for franchise and entrepreneurship excellence

Mission

To create and sustain wealth through
diversified businesses and providing opportunities to entrepreneurs

Incorporated under the **Companies Act 1965** on 29 November 1969, Perbadanan Nasional Berhad (PERNAS) is a company owned by the Minister of Finance (Incorporated).

PERNAS' role is to **develop the franchise business from start-up stage to growth stage** and provides opportunities to go beyond borders.

PERNAS serves as the champion for the nation's franchise industry.



DEVELOPMENT

We provide training, consultancy, guidance for franchise and pre-franchise entrepreneurs at any stage of their growth to become franchisors



FINANCING

We extend lending, financing facilities and equity financing for aspiring and would-be entrepreneurs to expand or start their business



INVESTMENTS

PERNAS invests in business with growth potential that has the potential to go public

PERNAS' BOARD OF DIRECTORS

PERNAS' Board of Directors



YBHG. DATO' HAZIMAH BINTI ZAINUDDIN

GOVERNMENT REPRESENTATIVES

MOF



YBRS. PUAN AFIDAH AZWA
BINTI ABDUL AZIZ

KUSKOP



YBHG. DATO' SURIANI
BINTI DATO' AHMAD

KPDNHEP



YBHG. DATUK ROZIAH
BINTI ABUDIN

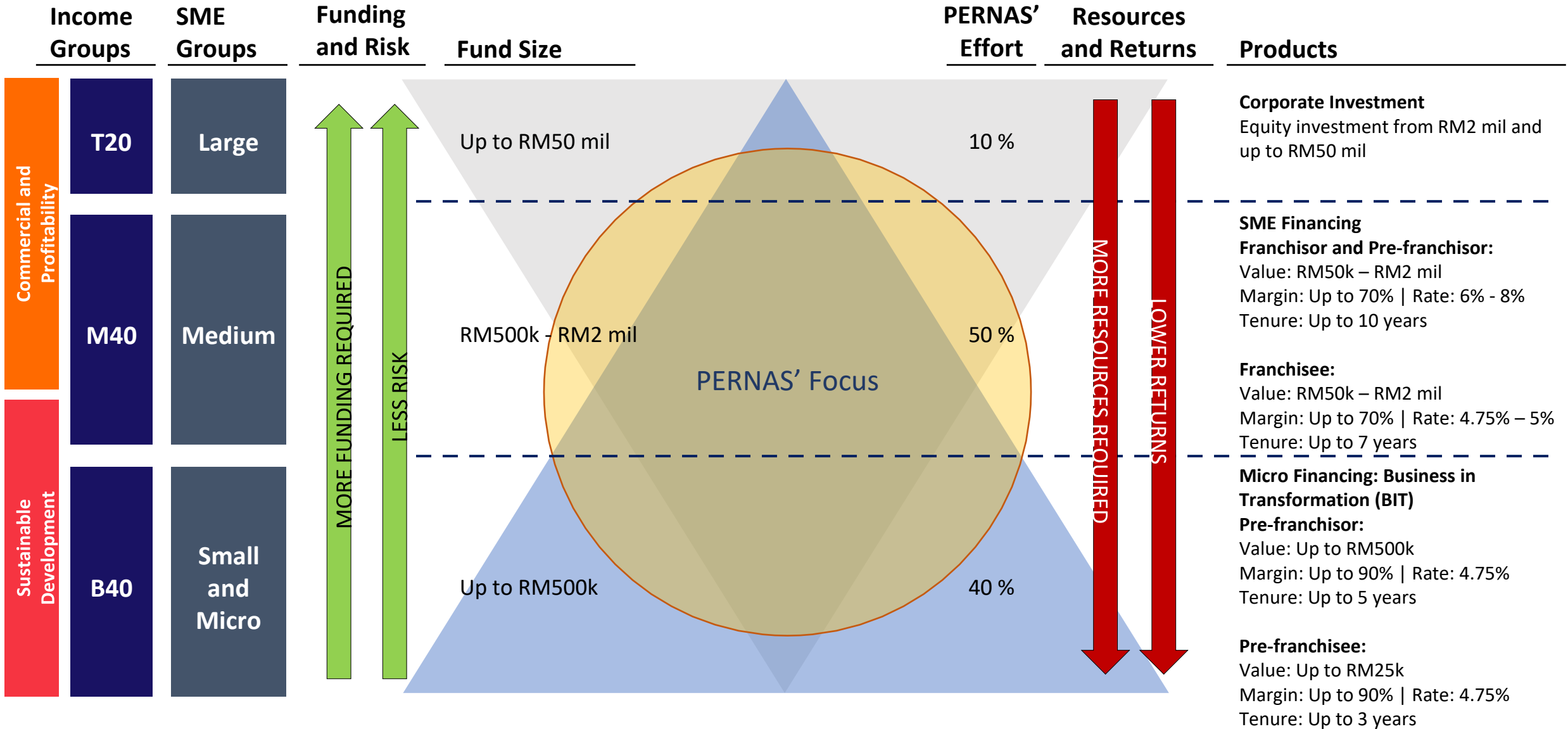
INDUSTRY PROFESSIONALS



YBHG. DATO' ABU BAKAR
AS-SIDEK BIN
DATO' HJ. MOHD. SIDEK

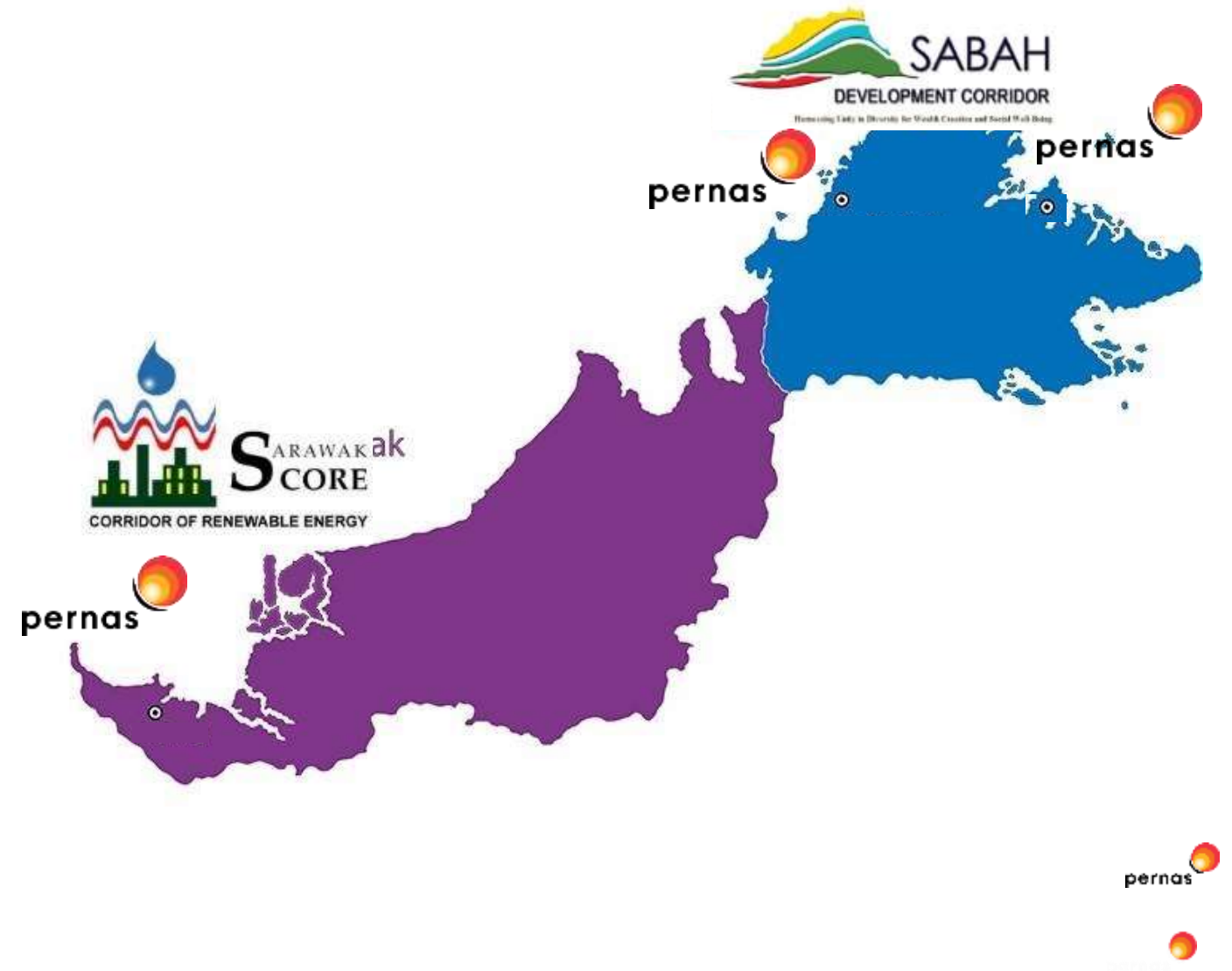
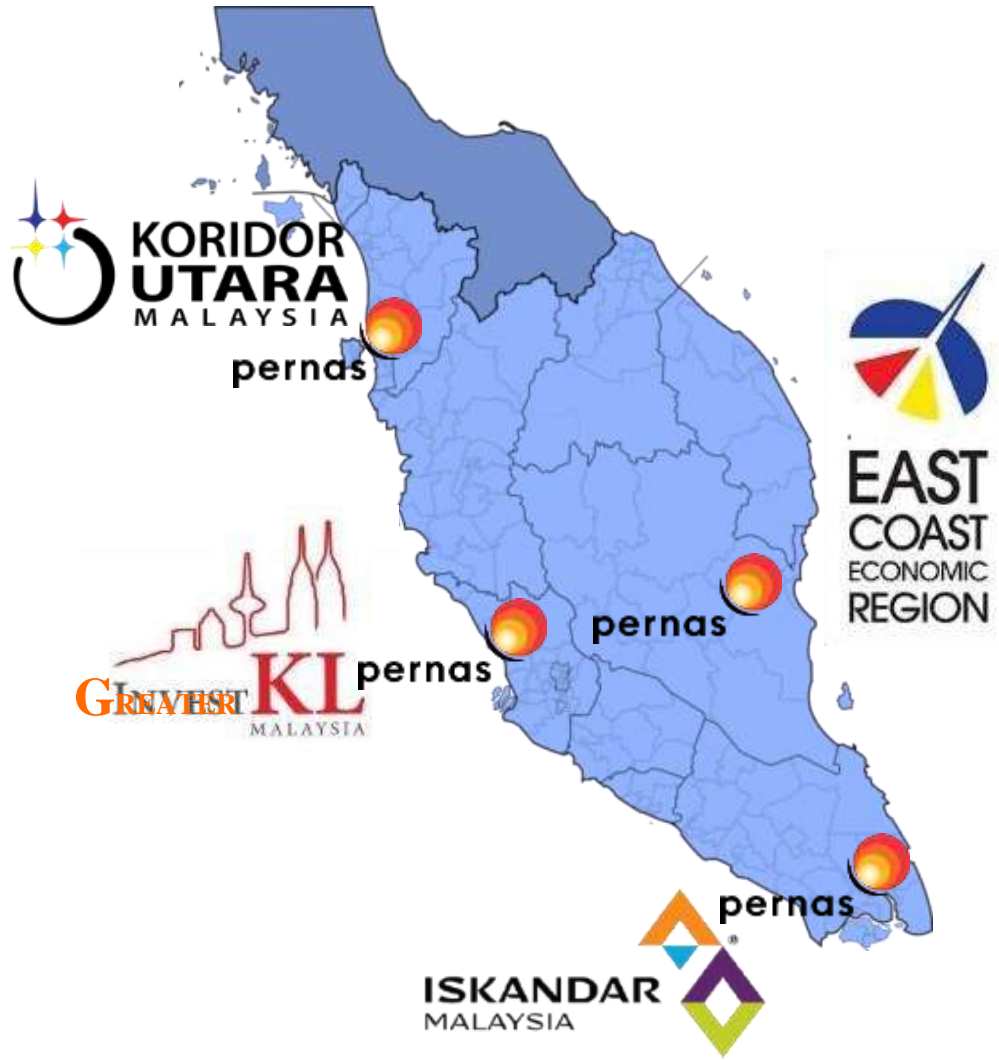
PERNAS' FOCUS

PERNAS' Focus



PERNAS' HEADQUARTERS AND CORRIDOR OFFICES

PERNAS' Headquarters And Corridor Offices Are Spread Across The Country



PERNAS' PRODUCTS AND SERVICES

PRODUCTS AND SERVICES OFFERED BY PERNAS

To become the leading organization
for franchise development and a center of excellence in entrepreneurship

DEVELOPMENT

Franchise
Development



Franchise
Institute



FINANCING

Financing



Property



INVESTMENT

Equity



Subsidiary



Treasury



PRODUCTS AND SERVICES OFFERED BY PERNAS

1 FINANCING



- **Financing Size:** RM50,000 – RM2 million
- **Principle:** Islamic (Tawarruq Concept)
- **Tenure:** Up to 10 years
- **Rate:** 5.00% - 8.00%

- Franchisor Financing Scheme
- Franchisee Financing Scheme
- Pre-Franchise and Master Franchise Financing Scheme
- Licensor and Licensee Financing Scheme

2 EQUITY



- **Investment Size:** Minimum RM2 million
- **Tenure:** Up to 5 years
- **Equity Shareholder:** Up to 49%
- **Investment Instruments:** Common Shares and Preference Shares iRCPS
- **Target IRR:** 6% to 8%
- **Aim for healthy growth with**

- Mezzanine Financing Scheme
- Pre – IPO Scheme
- Franchise Equity

3 PROPERTY



- Provision of commercial space in strategic locations for entrepreneurs at competitive rental rates
- **Tenure:** Up to 10 years

- Commercial Space Rental Scheme

PRODUCTS AND SERVICES OFFERED BY PERNAS

4 SUBSIDIARIES



Wonderful Lifestyle Sdn. Bhd.



Big Nineteen Sdn. Bhd.



PNS ASQ Asia Sdn. Bhd.

5 FRANCHISE INSTITUTE



Objectives of Franchise Institute (FI)

Provide comprehensive training focused on franchising and entrepreneurship.

Provide awareness briefings on entrepreneurial franchising to the public.

6 TREASURY



- Investment in Money Market
- Investment Portfolio

FRANCHISE BRANDS

We work with over 100 franchisors to expand their business by financing them and their franchisees

Food & Beverage



SUBWAY



Secret Recipe®

tealive

PERNAS' House Brands
1901
food for friendship



BOOST
juice bars

Chatime



Nelson's®
since 1985



Education



Q-dees®

Smart Reader
KIDZ®

globa/art
The Creative

CIC
Where leaders are born

KUMON®
MATH. READING. SUCCESS.



Services

menara
OPTICAL

FOCUS POINT
Vision Perfection



AquaNano
The Strong & All-Well & All-Work & All-Play

Adan Laundry



Mk
curtain
Lifestyle For Everyone

MEIKO
めいこ
洗洗機・洗濯機
Your Heart, Our Family Heart



ar-rahn
Layanan Perbankan Syariah Terbaik

HOH
HOUSE OF HEALIN

PERNAS' SUBSIDIARIES

Corporate Structure: PERNAS Has Five (5) Subsidiaries



100%

Malaysia International Franchise Sdn. Bhd



100%

Wonderful Lifestyle Sdn. Bhd



100%

Big Nineteen Sdn. Bhd



100%

Visi Anugerah Sdn. Bhd

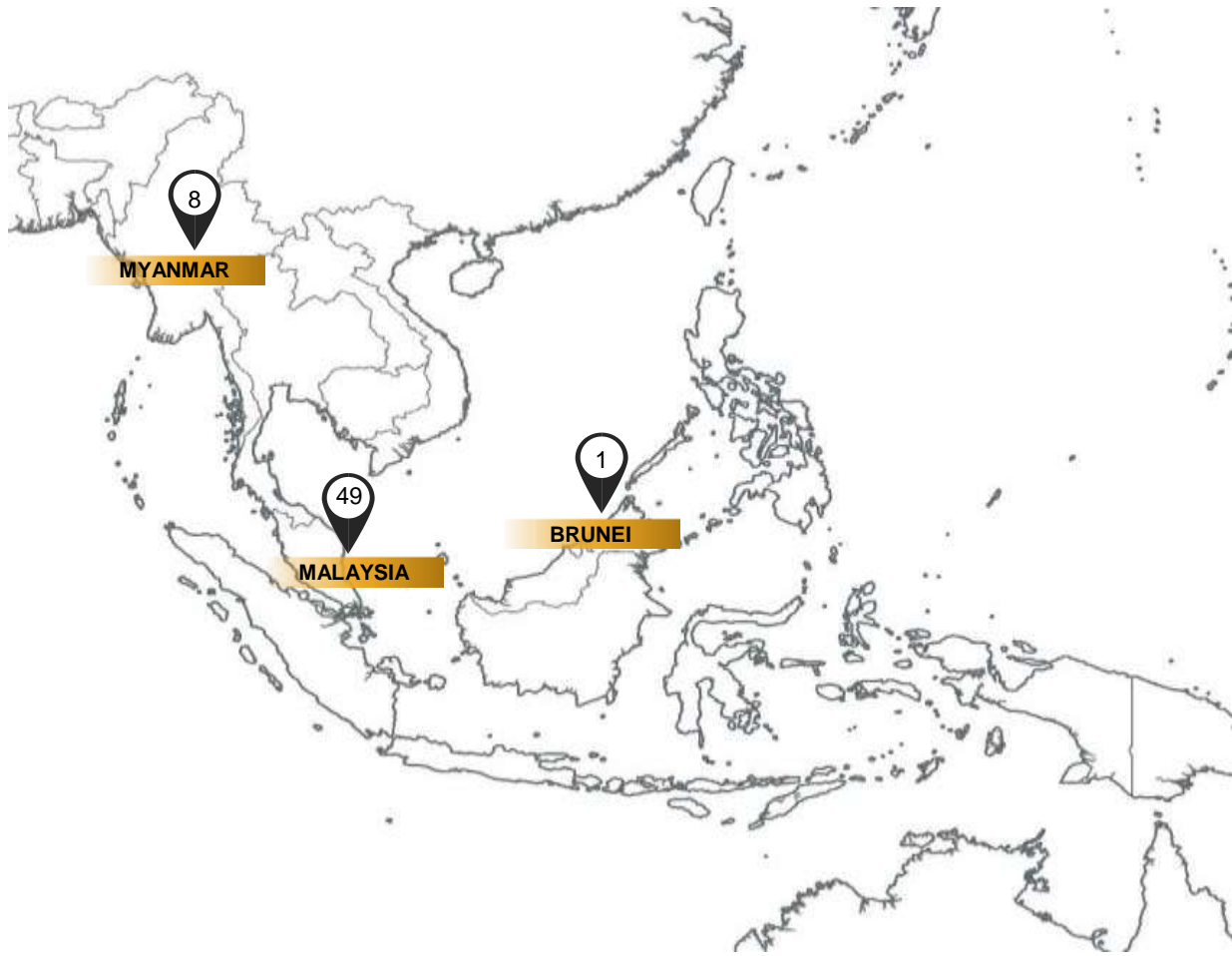


51%

Pernas ASQ Asia Sdn. Bhd



Gloria Jean's Coffees



Gloria Jean's 
COFFEES

TOTAL OUTLETS

49

Outlets in Malaysia

Outlets in Other 9

Countries

Total

58

1901



TOTAL OUTLETS

43

Outlets in Malaysia

Outlets in Other 0

Countries

Total

43

Abdul Samad Qurashi



عبد الصمد القرشي
ABDUL SAMAD AL QURASHI

TOTAL OUTLETS

1

Outlets in Malaysia

0

Outlets in Other
Countries

Total

1

Terima Kasih
Thank you

Malaysia's Franchise Champion.

Menara Pernas, Tower 7, Avenue 7, Bangsar South City, Jalan Kerinchi, 59200 Kuala Lumpur



Gelen Evrak Tarih Sayı: 26.09.2023 - 35685

T.C.
TİCARET BAKANLIĞI
Uluslararası Hizmet Ticareti Genel Müdürlüğü

Sayı : E-86541099-724.01.01-00089328495

Konu : Pernas İşbirliği İmkanları

DAĞITIM YERLERİNE

Bakanlığımız Kuala Lumpur Ticaret Müşavirliği'nden alınan yazıda, başta yiyecek, içecek ve tekstil sektörleri olmak üzere Malezya pazarına girmek isteyen Türk markaları için Perbadanan Nasional Berhad (Pernas) tarafından sunulan imkanların oldukça önemli olduğu ifade edilmekte olup, Pernas hakkında edinilen bilgiler aşağıdaki gibi sıralanmaktadır:

1969 yılında kurulan ve Malezya'nın franchise sektörünün gelişimine liderlik etme yetkisine sahip Maliye Bakanlığına bağlı bir şirkettir.

Temel amacı franchise verenler ve franchise sahipleri için rehberlik ve özel programlar sağlayarak Malezya'da franchise sektörünün gelişimini sağlamaktadır.

Franchise verenler ve franchise sahipleri arasında işbirliğine destek vermekle birlikte, halka açılma ve büyüme potansiyeli olan firmalara yatırım yaptığı, doğrudan kendisinin de Malezya'da franchise sahibi olduğu örnekler mevcuttur.

Yatırımcı eşleştirmesine ek olarak, girişimcilere, büyümelerinin herhangi bir aşamasında franchisor olma yolunda eğitim, danışmanlık ve rehberlik sağlamakta, işlerini büyütmeleri veya kurmaları için kredi, finansman olanakları ve öz sermaye finansmanı sağlamaktadır.

Bilgilerini ve yukarıda belirtilen bilgiler ile ekte yer alan Pernas bilgilendirme sunumunun ilgilenebilecek Kuruluşunuz üyesi firmalara duyurulması hususunda gereğini rica ederim.

Gülşah KOÇAK
Bakan a.
Daire Başkanı

Ek: Pernas Tanıtım Sunumu

Dağıtım:
Dış Ekonomik İlişkiler Kurulu Başkanlığına
Türkiye Odalar ve Borsalar Birliği Başkanlığına
Türkiye İhracatçılar Meclisi Başkanlığına

Bu belge güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu: F5BBB0E1-2254-4D9B-B93F-BCE1A6875E68

<https://www.turkiye.gov.tr/ticaret-bakanligi-ebys>

Adres: Söğütözü Mah. 2176. Sok. No:63 Çankaya/ANKARA

Telefon No: 03122049859 Faks No: 03122122895

e-Posta: gundogdub@ticaret.gov.tr

İnternet Adresi: www.ticaret.gov.tr

KEP Adresi:

Ayrıntılı bilgi için:

Yasemin Burcu GÜNDOĞDU

Ticaret Uzmanı

Telefon No: 03122049859

