



pernas

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.

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



pernas

Malaysia's Franchise Champion.

Corporate Video

#cari pernas

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:-



Ingress Corporation Berhad

Listed in 2001



PICORP

Listed in 2004



PENTAMASTER CORPORATION BERHAD

Listed in 2004



AVISENA
SPECIALIST HOSPITAL

Growth and Expansion

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:-



Franchised in 2007



Franchised in 2009



GENIUS-AULAD

Franchised in 2010



PUTU BAMBU WORLD

Franchised in 2017

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



DEVELOPMENT

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.



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



CHAIRPERSON
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

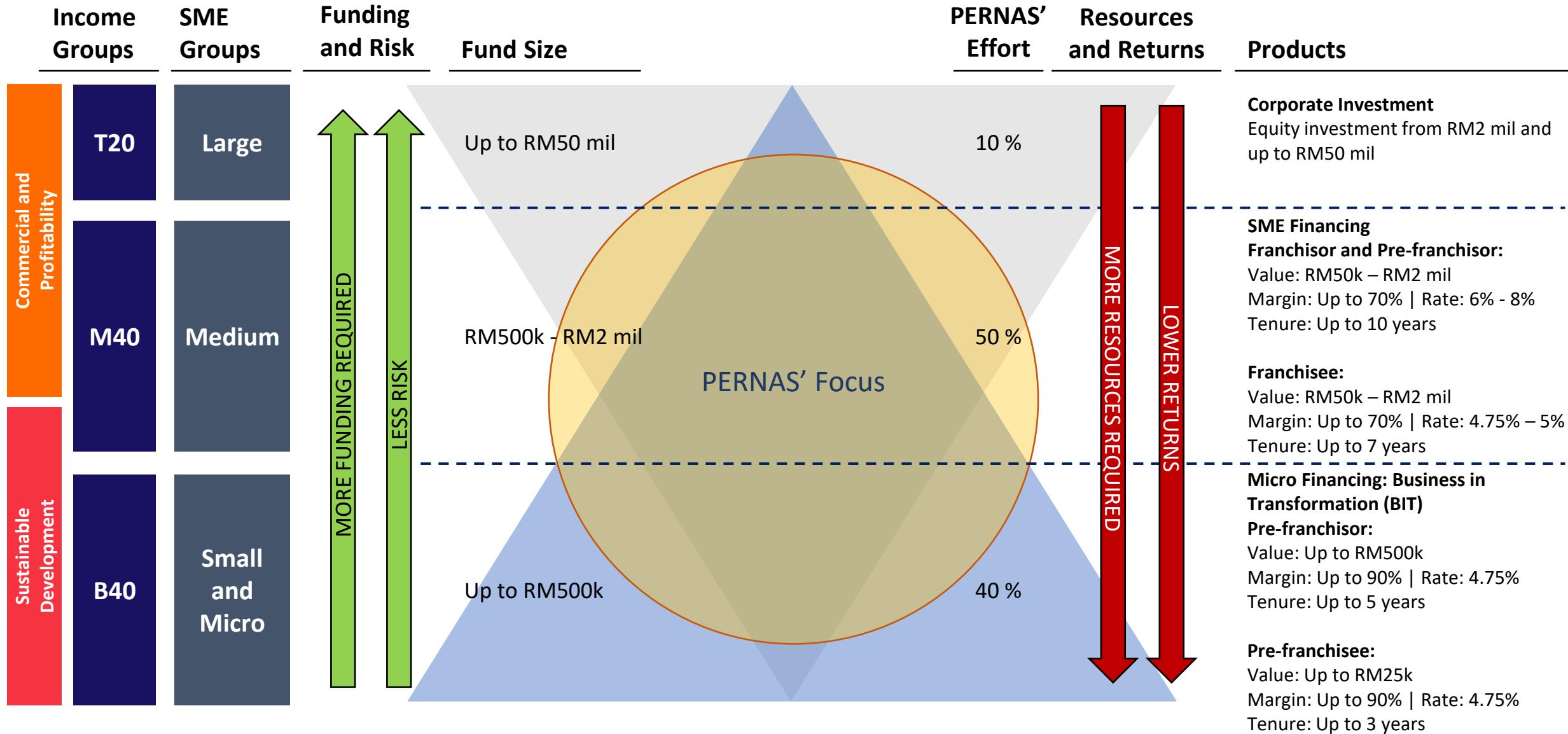
INDUSTRY PROFESSIONALS



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

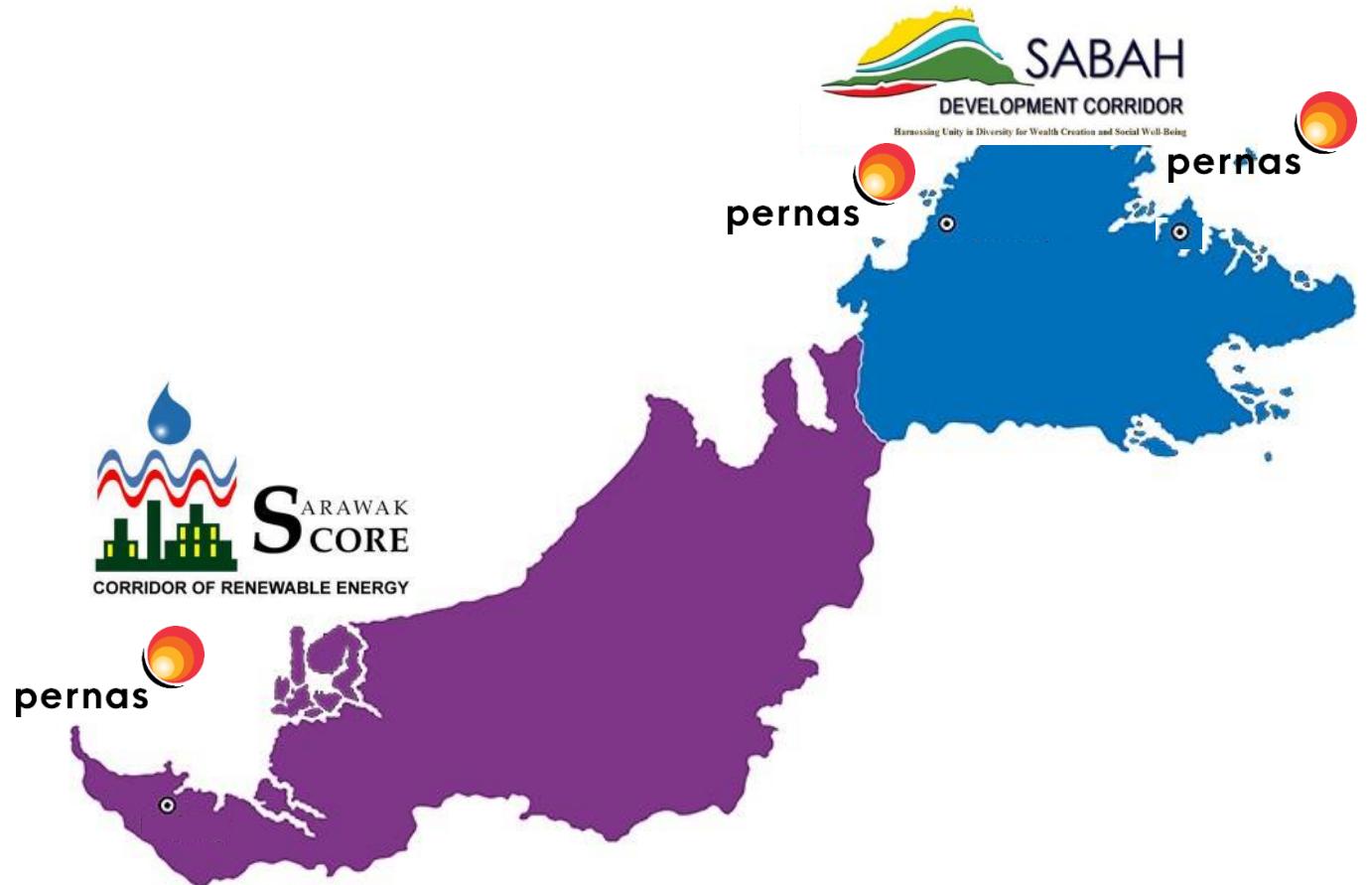
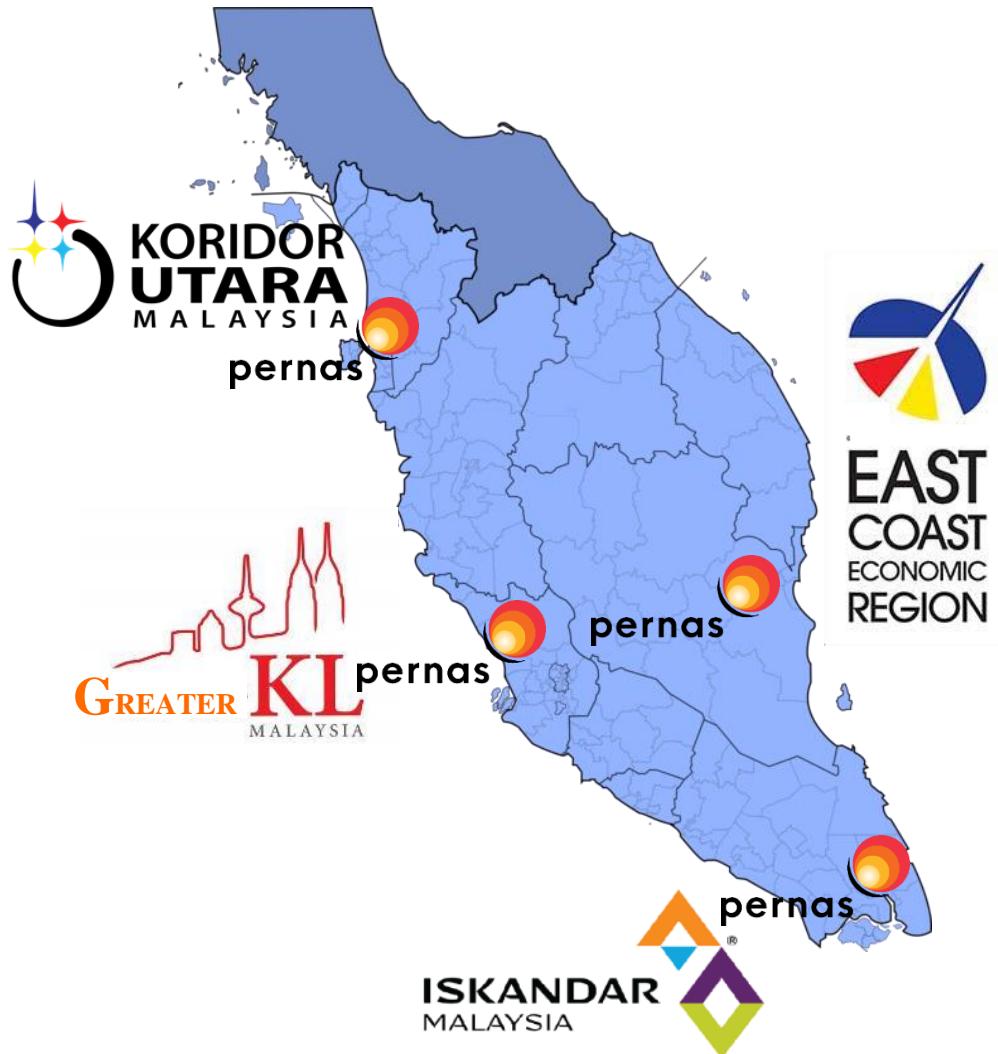
PERNAS' FOCUS

PERNAS' Focus



PERNAS' HEADQUARTERS AND CORRIDOR OFFICES

PERNAS' Headquarters And Corridor Offices Are Spread Across The Country



PERNAS' PRODUCTS AND SERVICES

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

DEVELOPMENT

Franchise
Development



Franchise
Institute



FINANCING

Financing



Property

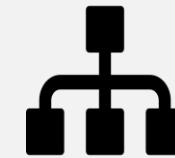


INVESTMENT

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 potential for further expansion**

- 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



PERNAS' House

Brands



food for
friendship



Secret Recipe®

tealive



Chatime



Education

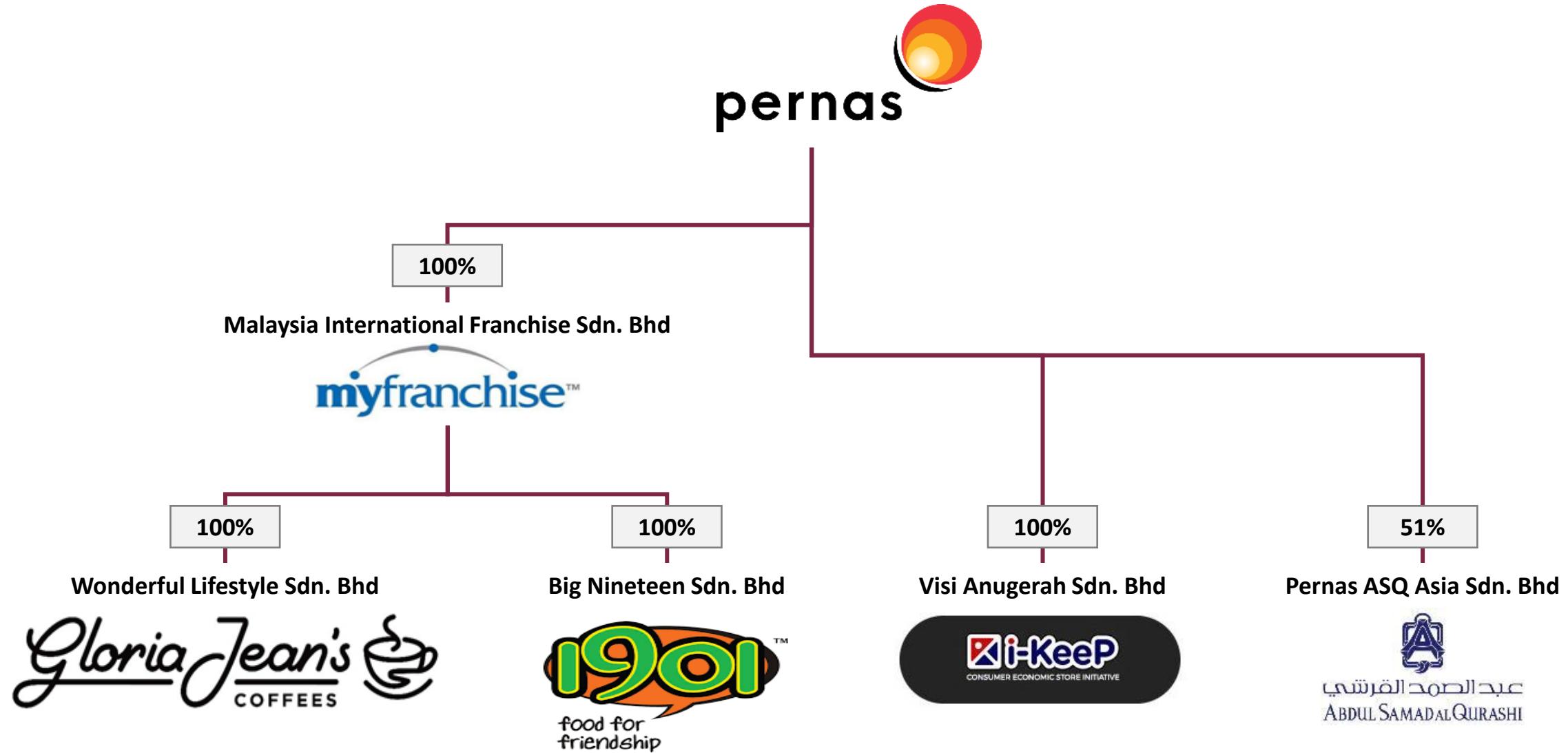


Services



PERNAS' SUBSIDIARIES

Corporate Structure: PERNAS Has Five (5) Subsidiaries





TOTAL OUTLETS

49

Outlets in Malaysia

9

Outlets in Other Countries

58

Total

1901



TOTAL OUTLETS

43

Outlets in Malaysia

0

Outlets in Other
Countries

43

Total

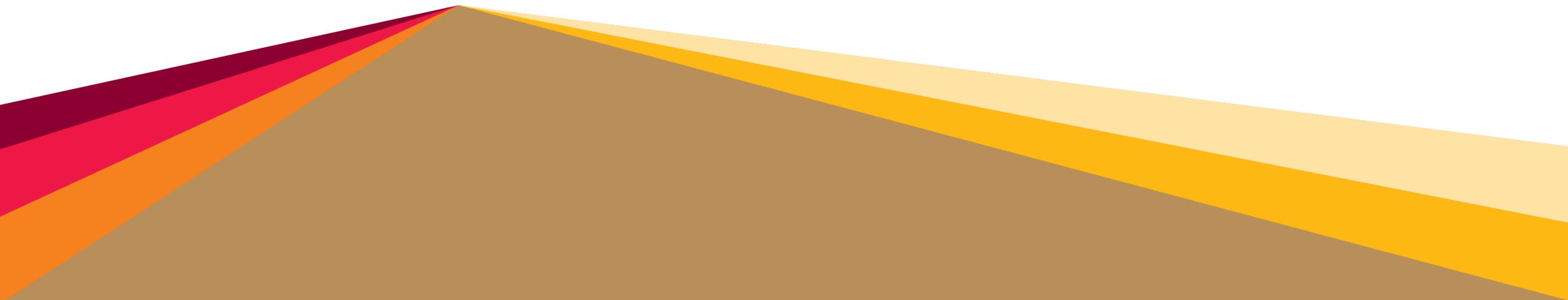


عبدالصمد القرشى
ABDUL SAMAD AL QURASHI

TOTAL OUTLETS



Terima Kasih
Thank you



Malaysia's Franchise Champion.

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