

**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



**pernas**

**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

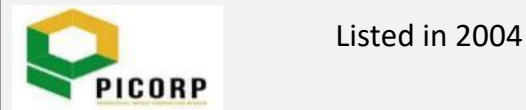
**In 1981**, PERNAS' leading role was taken over by Permodalan Nasional Berhad (PNB) and some of PERNAS' shares were transferred to PNB.

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:-



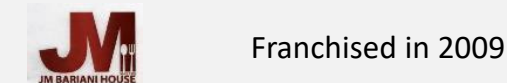
2004



**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



**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

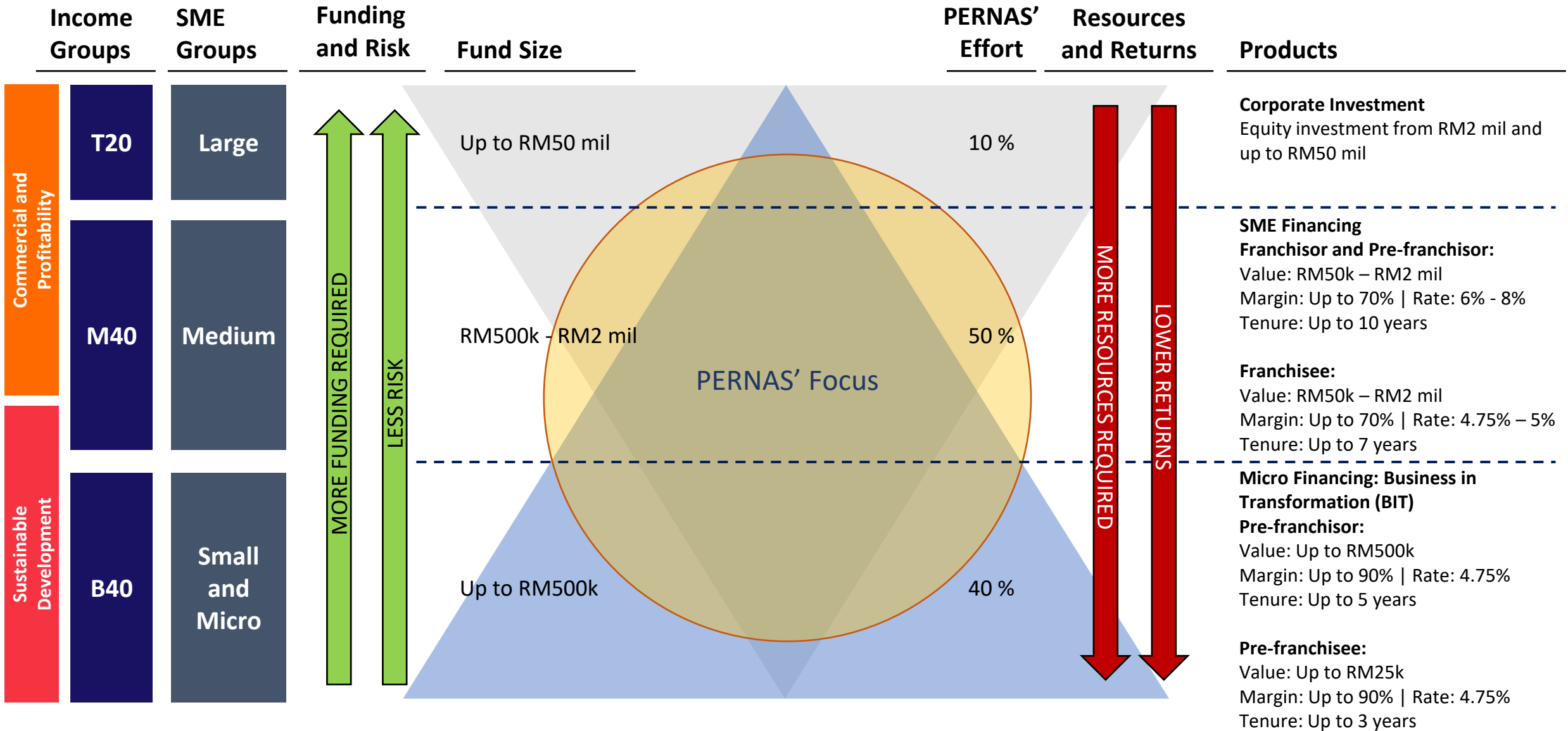


YBHG. DATO' ABU BAKAR  
AS-SIDEK BIN  
DATO' HJ. MOHD. SIDEK

# PERNAS' FOCUS

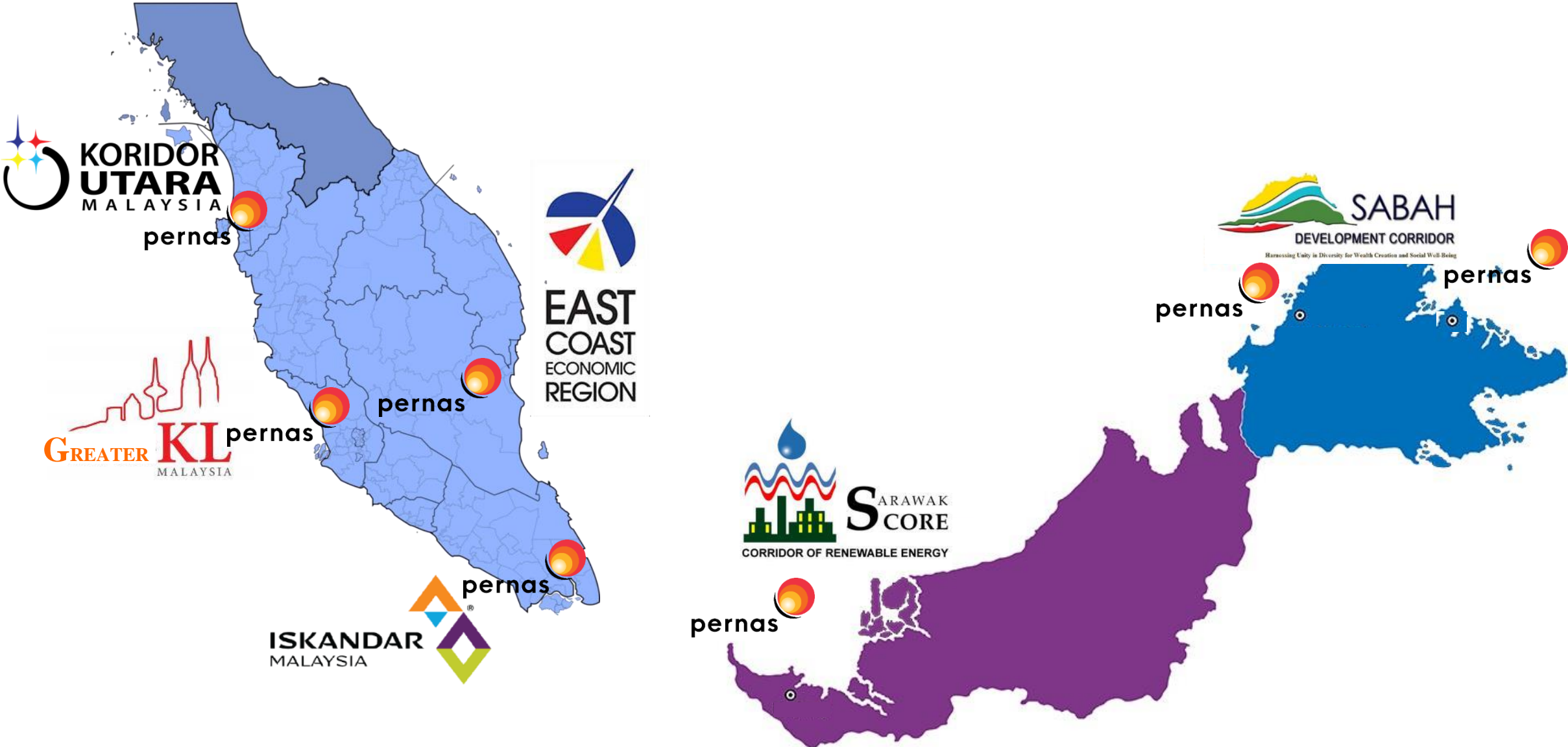


# PERNAS' Focus



# PERNAS' HEADQUARTERS AND CORRIDOR OFFICES

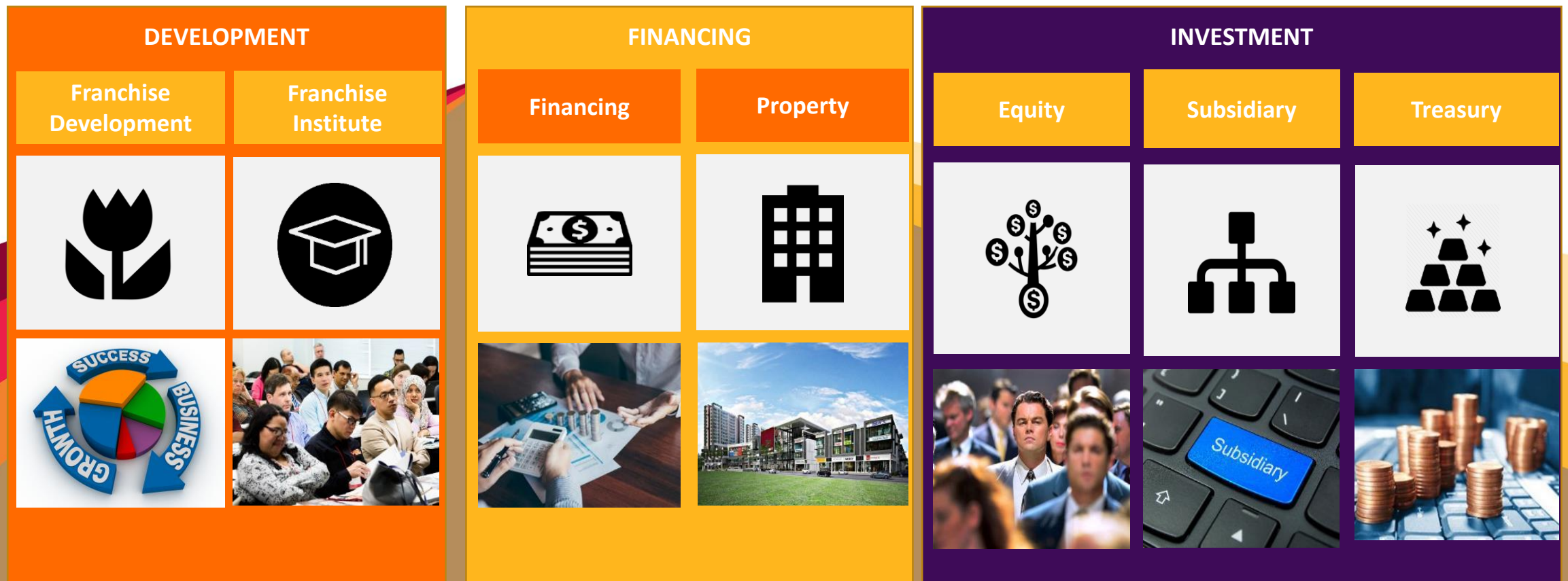
# PERNAS' Headquarters And Corridor Offices Are Spread Across The Country



# PERNAS' PRODUCTS AND SERVICES

# PRODUCTS AND SERVICES OFFERED BY PERNAS

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



# 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

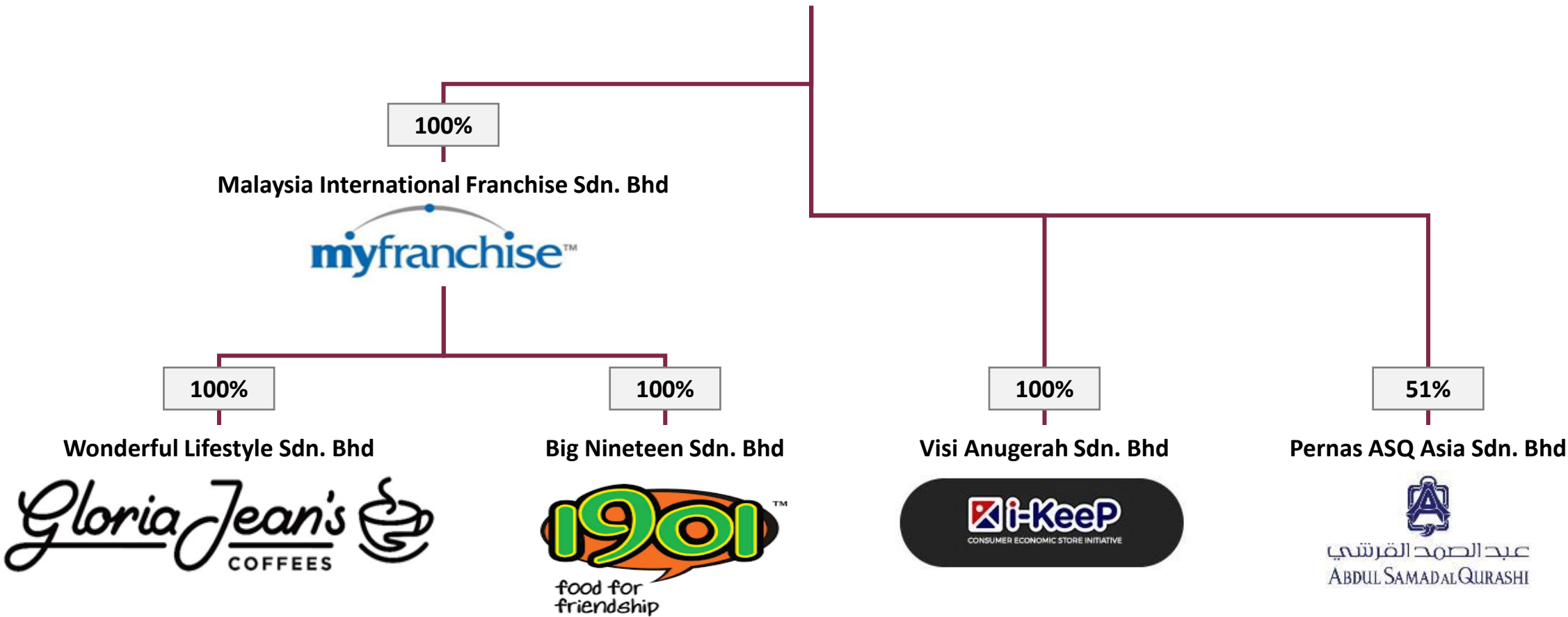


# We work with over 100 franchisors to expand their business by financing them and their franchisees

Food & Beverage	  	  	  	  	  	  	  
Education							
Services	 	 	 	 	 	 	

# PERNAS' SUBSIDIARIES

# Corporate Structure: PERNAS Has Five (5) Subsidiaries



# Gloria Jean's Coffees



TOTAL OUTLETS	
Outlets in Malaysia	49
Outlets in Other Countries	9
Total	58

1901



## TOTAL OUTLETS

Outlets in Malaysia 43

Outlets in Other Countries 0

Total 43

# Abdul Samad Qurashi



عبد الصمد القرشي  
ABDUL SAMAD ALQURASHI

## TOTAL OUTLETS

Outlets in Malaysia 1

Outlets in Other Countries 0

Total 1

Terima Kasih  
Thank you

*Malaysia's Franchise Champion.*

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