



Dear Supplier Partner,

On behalf of our DFI Retail Group associate companies, GCH Retail (Malaysia) Sdn Bhd and Jutaria Gemilang Sdn Bhd, we would like to wish you a safe, happy and prosperous New Year! Please allow me to introduce myself. My name is Julien Andre, the Commercial Director for Giant Mini.

I'm reaching out to you to share with you our latest exciting developments on Giant Mini – a convenient /mini-market format with a unique fresh proposition which is 'small in size, but big in variety'!

Customer demands continue to evolve, as they always have. Customers are now shifting away from large formats, preferring stores with better proximity in light of the current environment, favouring easy access with greater convenience.

As part of our ongoing commitment to delivering what customers seek, we have since launched 25 Giant Mini stores in 2021. Malaysian customers love it, with feedback such as, "I go to Giant Mini because I like the environment of the whole store and I can get whatever I need in this small store". It truly has been a resounding success!

On the back of such positive customer feedback and commercial success, we look to accelerate Giant Mini growth and expansion in 2022, with plans to 150 additional Giant Mini stores in this year alone.

To support these aggressive growth plans, we have established a Commercial Team specific to Giant Mini, to focus on developing the best customer proposition for the format, with dedicated Category Managers and Space/Range/Display capacity.

As our Valued Supplier Partner, your main contact will remain your existing Category Manager and both my team as well as myself, will be involved on all Giant Mini specific activity (range, promo, service, pricing).



We would like to also inform you, that for our 2022 store opening programme, we will continue the same agreement as per 2021 and will charge New Store Opening fees (NSO) as per of your existing Trading Terms Agreement with a maximum capped rate of MYR 1,500 per store.

With more Giant Mini stores, we will be strategically placed to serve an increasing number of customers in Malaysia with a convenient neighbourhood shopping experience, based on a strong Grocery and Fresh offering, helping deliver additional sales and market share growth for our respective businesses.

If you have not yet visited our Giant Mini, I warmly invite you to do so to better understand the potential of our 'Mini' approach. Please reach out to myself or my team should you have any questions, and we would be more than pleased to meet you in our store to explore opportunities for your brand.

As always, thank you for your ongoing support, we look forward to an even stronger partnership with you in 2022 and wish you all the best for the year ahead!



JULIEN ANDRE

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RETAIL GROUP
DFI RETAIL GROUP

Giant Mini Commercial Director