



BUSINESS INVESTMENT PROPOSAL

THE KING OF FRUITS

Transforming **from local to global**

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About Our Company

As a property development and investment company, we aim to maximise returns and add strength to our real estate portfolio by discovering greater opportunities and venturing into agriculture and agrofood industry. At Superiorland, we strive to be a leading player in the Malaysia agriculture industry and ultimately to be recognised globally as a leading agrofood brand.

As a visionary, we believe that unity is strength by creating an environment that encourages collaboration, critical thinking and innovation to elevate the Company and its stakeholders to greater heights.

We seek to employ the best minds and expertise in the industry to maximise efficiencies, adopting modern agriculture technology to produce superior quality harvest, serving customers across the world and to create better value for all our stakeholders.

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Executive Summary

Durian derived from the Malay word “duri” meaning thorn, is a tropical fruit that is native to Southeast Asia. Renowned as the “King of Fruits”, Durians are largely cultivated in Thailand, Malaysia, Indonesia and Vietnam and is seldom exported. Covered in formidable looking hard spikes, generally slightly oval in shape and its colour can vary from olive-green, yellow to brown, with each Durian weighing between 2 to 4 kilograms.

Beneath the hard exterior of the fruit lies its custard like, resembling buttercream flesh. The flesh has a mild sweet flavour and some with a hint of bitterness while others burst with creamy milky flavour. The vivid and delightful descriptions of the strong aroma of Durian added mystery to the fruit not only in the western but to the rest of the world.

Researches have shown that there is an exponential increase in commercial demand for Durian fruits as more and more people globally have acquired the tastebud for this unique tropical fruit! The increase in demand is further amplified by the fact that Durians are seasonal and bearing fruits only once or twice yearly. There are many Durian species in the market but the most in demand species are the Musang King and Black Thorn Durian due to its creamy sweet texture!



Durian Market Demand

Raw Durian fruit consumption

- Fresh, Frozen, paste, pulp and dried Durian Fruit



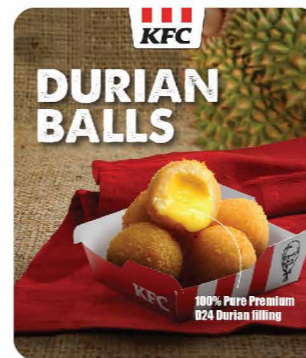
Durian Infused products

- Deserts – Ice cream, cakes, pastries, spreads, chips, crackers, biscuits, candies
- Beverages – coffee, tea, milk, juices



International Brands : KFC / Pizza Hut / Macdonalds / Nestle Ice Cream / Secret Recipe

- As market demand for Durian rapidly increases, International brands were quick to jump on to the bandwagon innovating unique Durian infused products.



Why invest in Durian?

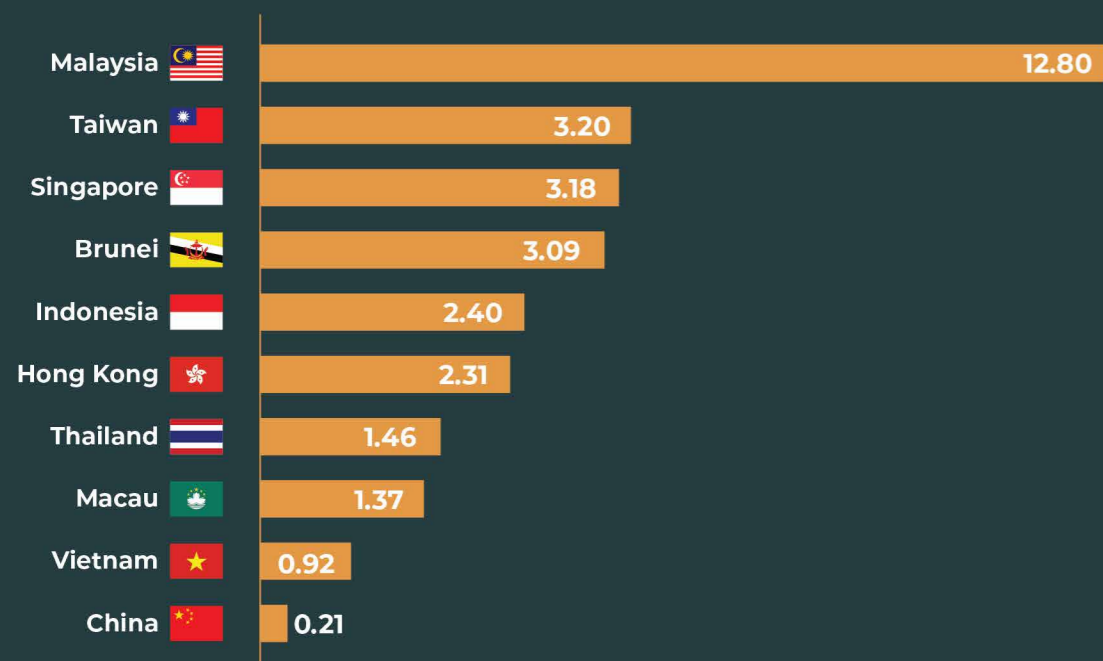
Malaysia - Local Market Demand

In 2017, Malaysia produced 211,000 metric tonnes of Durians and saw a staggering increase of 61.9% in its Durian harvest in 2018 at 341,000 metric tonnes. The continuous significant increase in market demand is evident in 2021 when the country produced 448,272 metric tonnes of Durian.

Malaysia is the highest Durian consumption per capita in the world – 3 to 6 times the consumption per capita as compared to countries within the region!

Durian harvest in Malaysia have not reach its maximum export potential as most of the Durian harvest is only sufficient to cater for domestic consumption!

Per capita consumption of Durian (kgs)



Production Volume of Durians in Malaysia From 2013 to 2021 (in 1,000 Metric Tonnes)



Malaysians love their Durians and have the highest consumption per capita in the world! The insufficient supply of Durians to cater to the insatiable appetite of the local market had inevitably resulted in the low export volume thus curbing the country's full export potential.

Export Volume of Durians in Malaysia from 2014 to 2021 (in 1,000 Metric Tonnes)



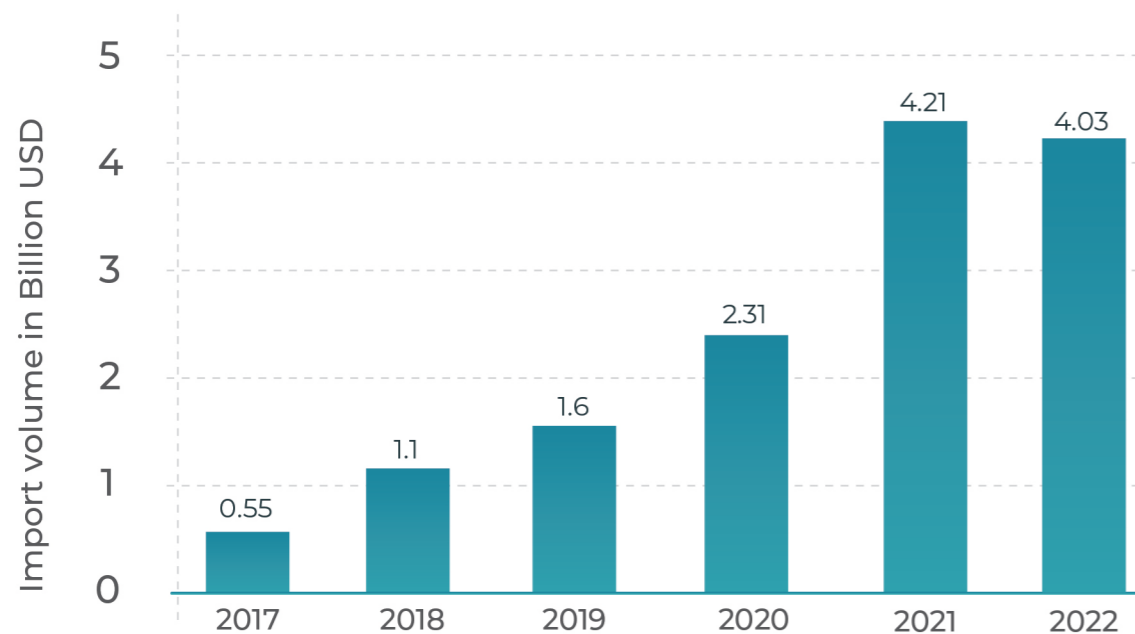
Global Market

The Global Durian market is valued at USD 24.90 billion in 2022. The market is expected to grow and surpass a valuation of USD 49.91 billion by end of 2033. Currently global Durian trade is dominated by two countries, Thailand and China, as the primary exporters and importers, respectively.

Heightened global demand is reflected in key figures across the board.

CHINA World's top importer of Durians

Import value of fresh Durian to China from 2017 to 2021 (in billion USD)

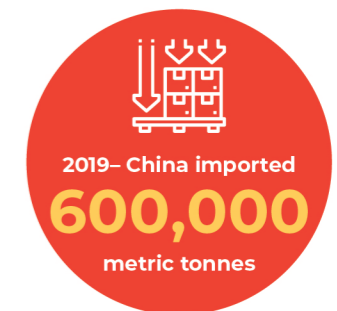
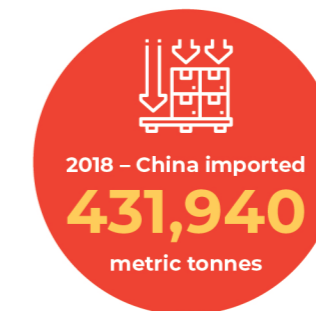


China is the world largest raw Durian consumer and is also the world biggest importer. Popularity is soaring in China for a high-end product that is only grown and produced exclusively in Malaysia called "Musang King" also dubbed the "Hermes of Durian" in China.

In 2017, China imported **224,400** metric tonnes of Durian.

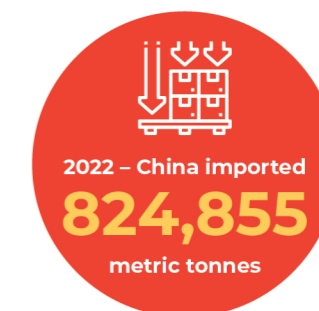
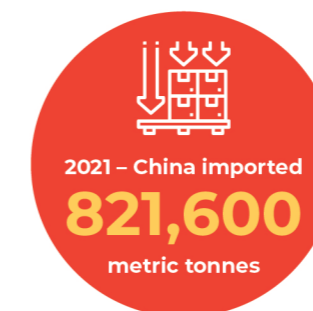
In 2018, China imported **431,940** metric tonnes of Durian.

In 2019, China imported **600,000** metric tonnes of Durian worth USD\$1.7 billion.



In 2021, fresh Durian imports rose 42.7% year-on-year to **821,600** metric tonnes, and import value rose 82.4% to USD \$4.205 billion.

In 2022, China dominated the Durian import market by importing more than **824,855** metric tonnes of fresh Durians, representing 80% of the world's consumption, followed by Hong Kong at 13%, Singapore at 2%, and 5% for others. China's import is valued at more than US\$4 billion - nearly four times the volume seen in 2017, and seven times the value, according to data from the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA).



Where do China get most of their Durians from?



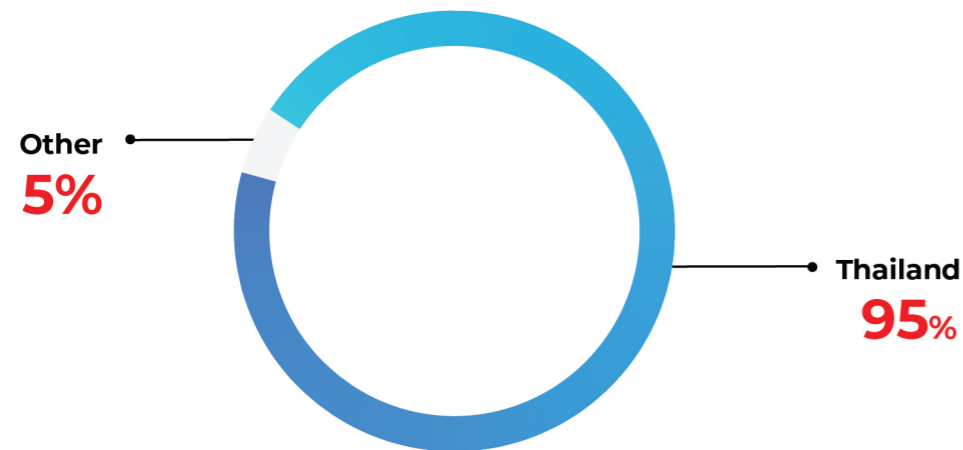
A trader arranges Durians into batches at Simummuang market in Pathum Thani.

Thailand

In 2020, China imported 575,000 metric tonnes of Durian worth USD\$2.2 billion from Thailand. Thailand represents 96% of China's Durian imports by value and 95% of the total import volume in 2021.

In 2022, 780,000 metric tonnes of China's Durian imports were from Thailand making up 95% of China total Durian import.

China's Import Volume of Durians in 2022



Malaysia

Malaysia also plays a vital part in China's Durian import industry. In 2021 China had imported 3,406 metric tonnes of Durians from Malaysia.

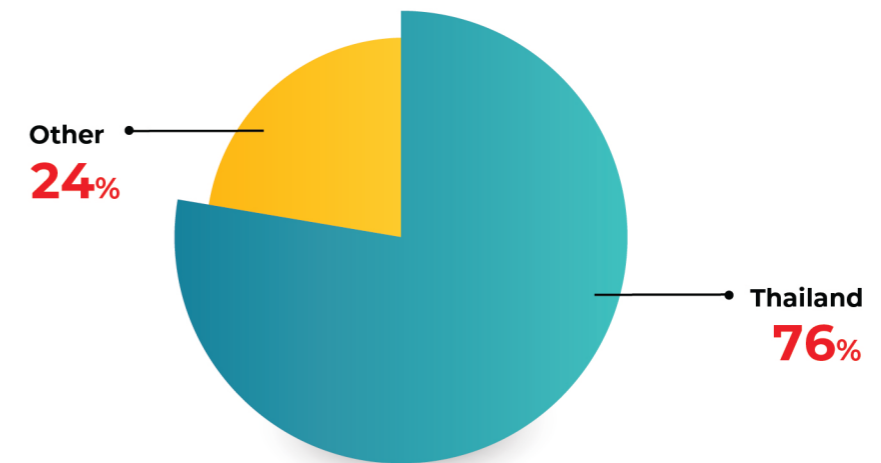
Malaysian Durians are considered premium quality and Durians produced by other countries are pale in comparison. In 2020, a record total of 300,000 premium Musang King Durians fruits from Malaysia weighing about 60 metric tonnes were snapped up in less than one hour – 50 minutes and 48 second to be exact in an online sale in China. The record sales generated a whopping USD\$ 14.7 million and this clearly shows the great potential of the Durian industry in Malaysia waiting to be explored!

Thailand World's Largest Exporter

In 2020, Thailand was responsible for a whopping 75.31% of global exports, which corresponded to a USD \$2.08 billion export value. Malaysia only has a world market share of about 0.64%.

In 2021, Thailand produced about 1.29 million metric tonnes of Durian up about 30% from 2019 in response to growing demand from China. In the same year Thailand exported 90% of its fresh Durian worth USD \$3.1 billion to China according to the Thai Ministry of Commerce.

Global Durian Exporters in 2020



Singapore Largest Market for Malaysian Durian

Singapore is the world's third-largest market for Durians and the largest market for Malaysian Durians! Singapore gets 89% of its Durians from Malaysia, with the rest coming from Thailand and the Philippines, according to the Singapore Food Agency in 2020.



Why Is Durian Plantation A Good Investment?

1. Local Demand

The King of Fruits is popular amongst Malaysians and is highly sought after! According to the Department of Statistics Malaysia's (DOSM) report, the entire population in Malaysia have collectively consumed 303,651,700 kg or 303 million kg of Durians or in other words, 303,651.7 metric tonnes in 2020 itself.

Malaysia is the world highest per capita consumption of 12.8kg in 2022! For the other years, the per capita consumption in Malaysia for Durians was 9.1kg per year (2016), 6.4kg (2017), 9.8kg (2018), 10.7kg (2019) and 11.1kg (2020).

2. International Demand

The current global demand for Durians is astonishing given that Durian is an acquired taste and is expected to grow further. High demands from countries like China, Singapore, Hong Kong, Taiwan gradually spreading to Europe and Americas will only continue to grow in the coming years!

3. Limited Supply

Thanks to its seasonal harvest, low competition and a product unique to South East Asia, Durians are able to fetch premium prices as a direct response to continuous increase of demand and a constant low supply.

4. Tangible Asset

Unlike other assets such as stocks, bonds, and fixed bank deposits, trees are immovable tangible assets that only appreciate with time.

5. Inflation Proof

As inflation rates rise, so does the wholesale selling price of Durian fruits, the higher the inflation, the more you will receive from your annual Durian fruit harvests.

6. Annual Income

Full 50 years of annual income (or even more), starting as early as year 1 from intercropping payments and the 5th year from the harvest of the Durian fruits.

7. Multiple End Products

Diversify asset as its value is not limited to one industry.

8. Investment Stability

Durian industry is uncorrelated to Financial Markets.

Which Species Of Durian Is Worth Investing?

When most people think about Durian, they have a pretty monochromatic picture of the fruit. It's big and oval in shape, with colour ranging from brown to green. It is grown almost everywhere in Southeast Asia. Fortunately, Durians are far more interesting as there are many edible types and species of Durians!



Musang King

Also known as : D197 / Rajah Kunyit / Mao Shan Wang

Musang King, also known as Mao Shan Wang (Chinese: 猫山王) or D197 is a cultivar (cultivated variety) of Durian (*Durio zibethinus*). Prized for its unusual combination of bitter and sweet flavors, Musang King is the most popular variety of Durian in both Malaysia and Singapore and commands a price premium over other varieties. It is also increasingly popular in China, where it has been dubbed the "Hermes of Durian".

Musang King is known for its buttery, thick, bright yellow flesh and robust flavor, with a hint of bitterness. The husk is dusky green and has a distinctive star shape at the bottom. The thorns are pyramidal and not densely packed.



Black Thorn

Also known as : D200 / Duri Hitam / Ochee / Hei Tze

Durian, hailed as the "King of Fruits," has a special variety known as the "Black Thorn" Durian (Chinese: 黑刺), which can be considered the "King of Kings" among fruits. It is named after the black-colored spikes that adorn the top of its husk. The Black Thorn Durian is highly esteemed for its exceptional sweetness and delightful taste, but its production is extremely limited in Malaysia and globally, making it incredibly rare and often referred to as "golden" on the tree. Even in its country of origin, Malaysia, it is difficult to find.

The flesh of the Black Thorn Durian is creamy, slightly sticky, and virtually fiber-free. Its color is a luscious yellow with vibrant orange undertones. When tasted, it offers a pronounced sweetness and a slightly bitter aftertaste reminiscent of XO Durian. The flavor profile is distinct, with layers of taste that are intense yet not long-lasting.

Why Invest In Musang King & Black Thorn?

These two species are the most profitable fruit for farmers and exporters as they are highly sought after locally and internationally. Musang King Durian and Black Thorn Durian are considered as “Premium Durians” as they fetch high prices – sometimes more than 10 times the price of a normal Durian.

Currently Malaysia has just over 500,000 actively producing Musang King Durian trees and exports only 5% of its annual Musang King Durian production. This enormous supply deficit has pushed wholesale prices in China to over 20 USD/kg. This has also created an enormous opportunity for Musang King Durian Plantation owners and investors.

To put the China market into perspective, it is estimated that China alone can annually consume the production of 12,500,000 Musang King Durian trees without affecting current wholesale or retail prices – that is 25 times the current capacity!



Per kg (USD)	Prices (USD)			
	2019	2020	2021	2022
Musang King	10	10	11	12
Black Thorn	11	11	12	13
Red Prawn	4	4	5	6
D24	4	4	5	6



The above is the market selling price in USD/ per kg for Musang King Durians in year 2022.

Our Cultivation

Methods and Technologies



Unmanned surveying drones make planting more convenient

By using unmanned surveying drones, one can obtain effective reports to understand the condition of the planting area, thus avoiding mistakenly planting trees on someone else's land. Additionally, drones can also be used for spraying pesticides and fertilizers, reducing the need for human resources.

01 Tree Counting

By leveraging aerial mapping and detection technology, unmanned surveying drones can assist in recording the number of trees in a durian orchard, providing accurate and detailed tree count reports.

02 Digital Terrain Model (DTM) & Digital Surface Model (DSM)

Understanding the terrain and planning cultivation.

03 Water Flow Analysis

Clearly display the source and direction of water, helping you better understand flood situations, prepare for disaster prevention in advance, and ensure the safety of the locality.



Processing and Packaging: We may engage in durian processing activities such as peeling, cutting, and deseeding to meet the varying needs of our customers. We also take responsibility for packaging Durians to ensure freshness and safety of the products.

Sales and Distribution: We promote and distribute Durians to the market, collaborating with retailers, wholesalers, and other partners to ensure wide availability and cater to different regions and customer demands.

Quality Control: We place significant emphasis on Durian quality, implementing stringent quality control measures to ensure that each Durian meets the relevant standards and food safety requirements.

Marketing and Promotion: We conduct market research, devise marketing strategies, and carry out promotional activities to enhance the awareness and sales of Durians.

Our Core Activities

Presently Superiorland Sdn Bhd has acquired and invested in approximately 55 acres of land in Ayer Hitam, Johor to develop Musang King Durian and Black Thorn Durian plantation. We possess the knowledge and technology to best preserve the taste and nutrition of naturally harvested Durian.

We have collaborated with seasoned Durian planter who are experts in this field to ensure successful growth of Durian trees and ultimately to harvest good quality Durians.

Existing Facilities

Workers' Accommodation



Storage Facility



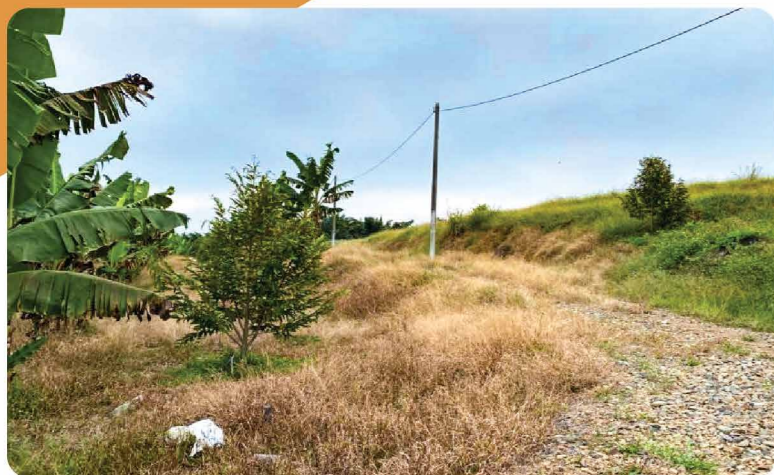
Irrigation System



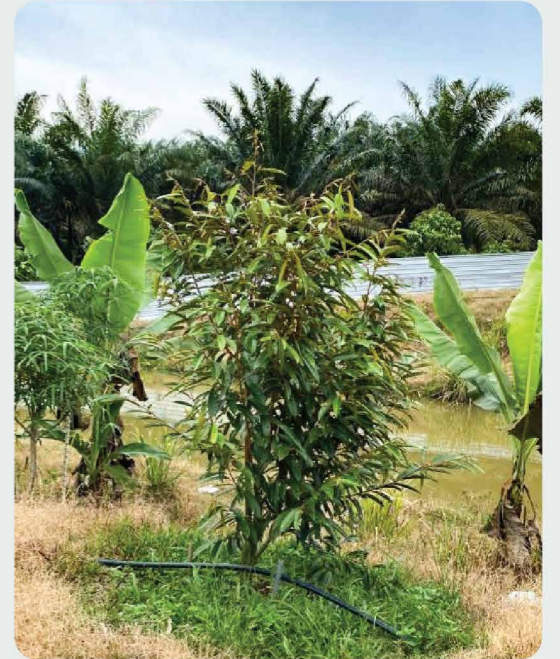
Fencing For Security



Accessibility

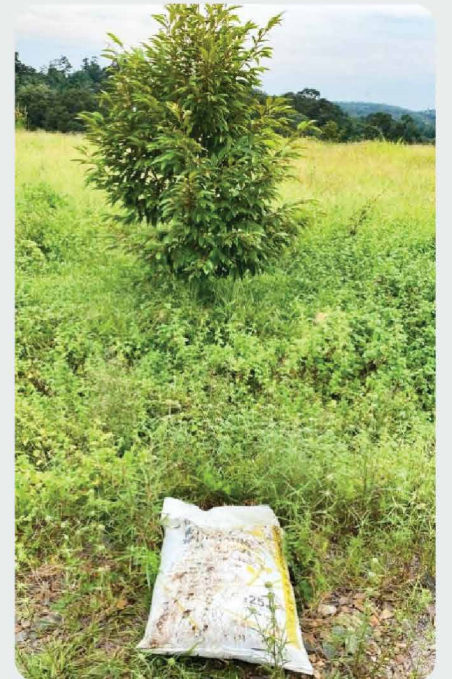


Intercropping



Existing Durian Trees

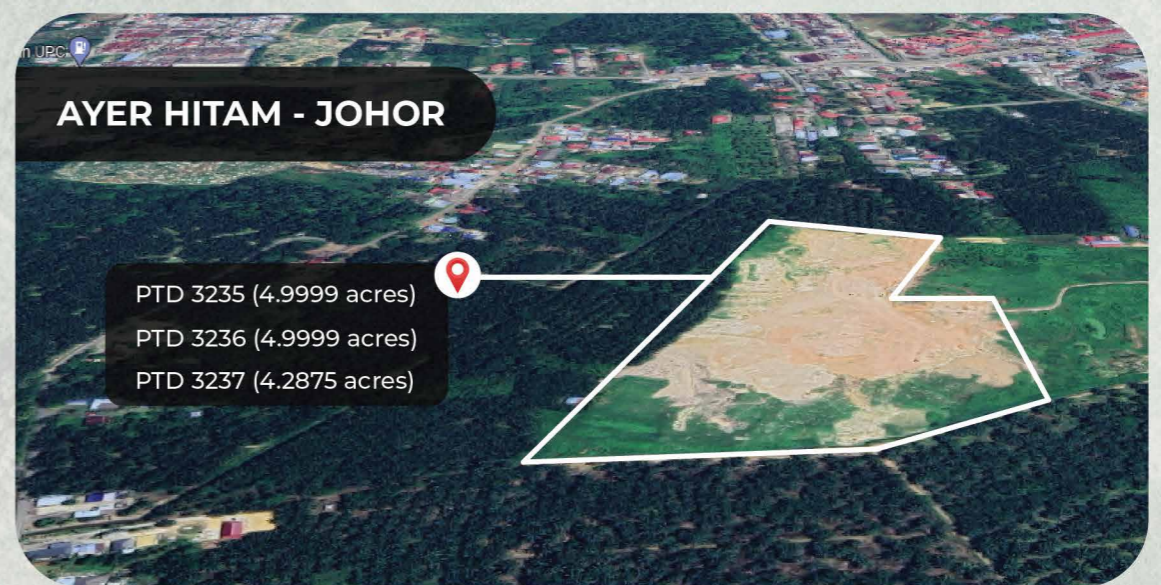
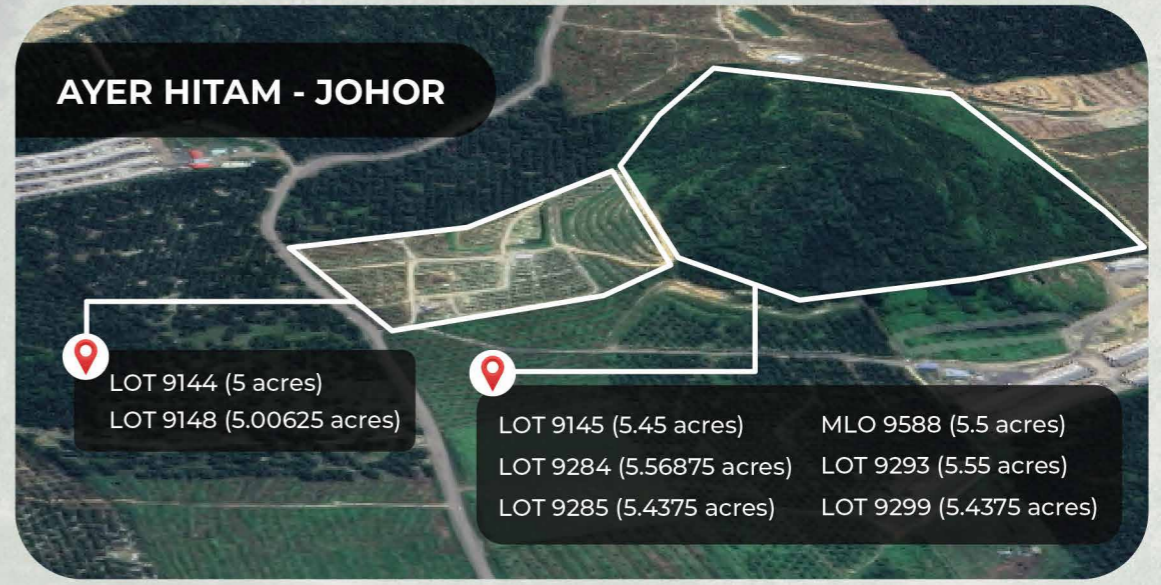
Age : 1-2 years



Preparing Land For Future Durian Plantation

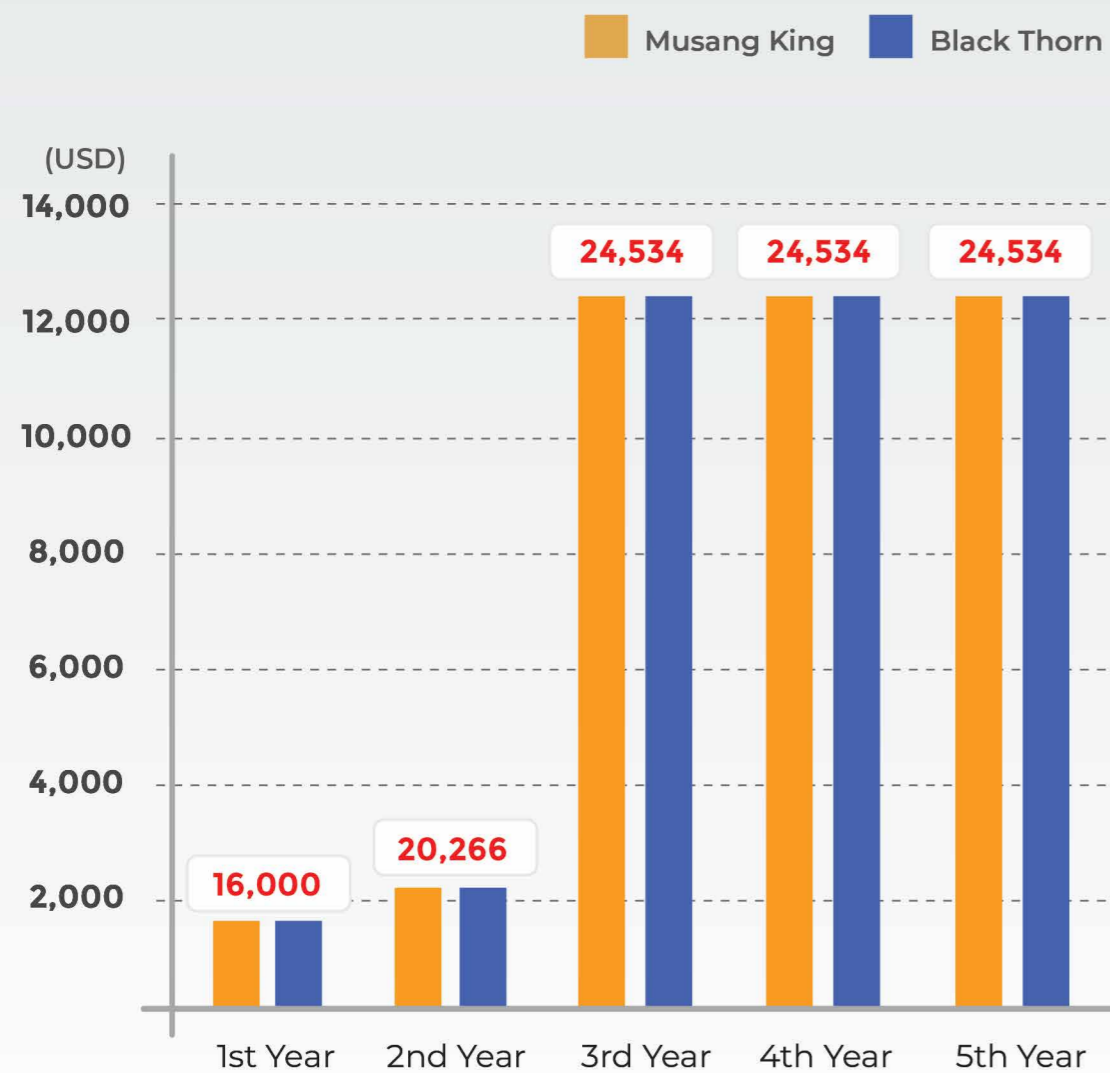


Distribution of Our Durian Plantation Areas



Projected Investment Returns

First 5 years Non-Performing Investment Period.



Estimated cost for the first 5 years of Musang King and Black Thorn Durian cultivation.

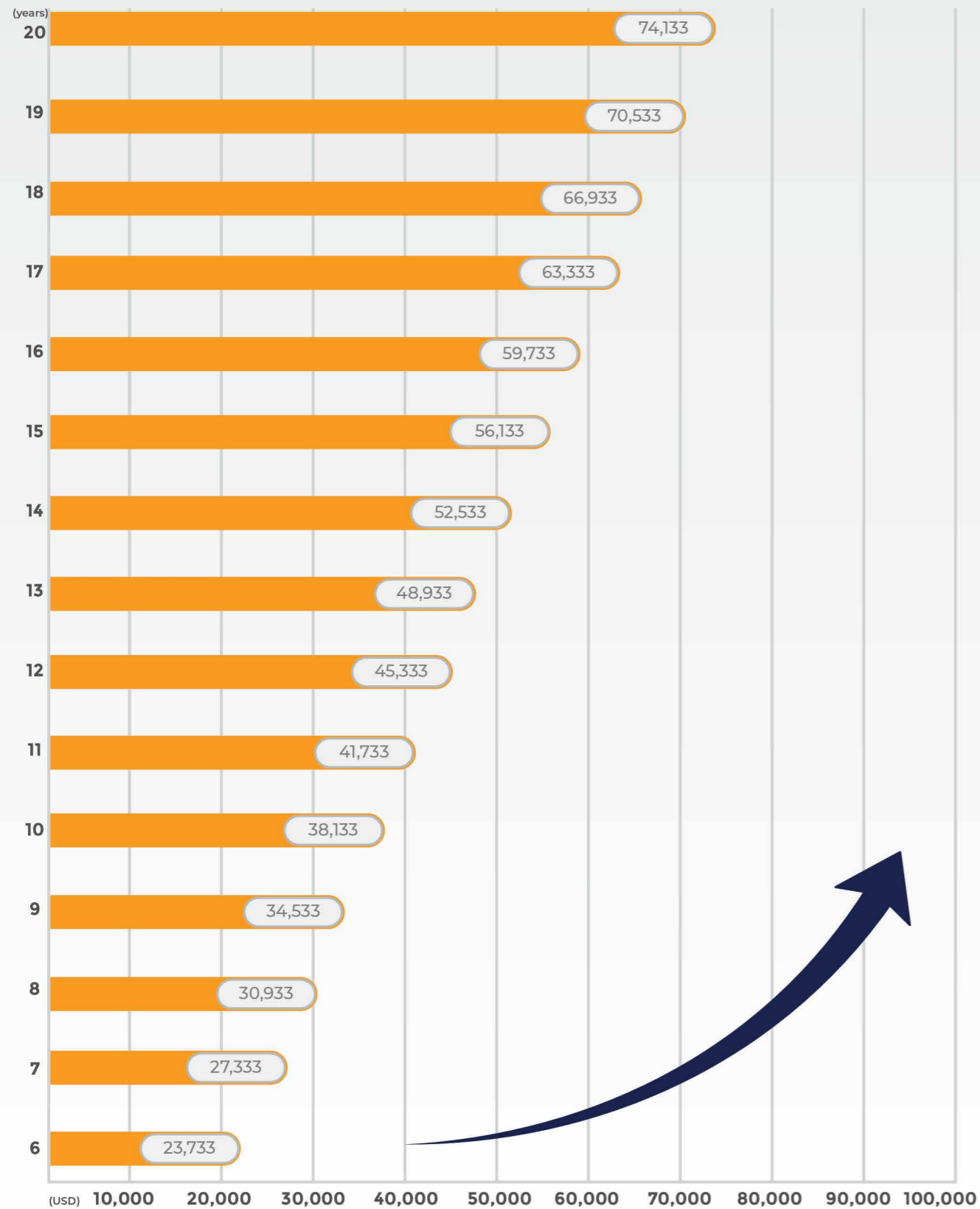
*Based on 30 trees per acre

Years (10 acres)	Expenses (USD)	Durian amount (1 tree 50 capsules)	Durian weight (average weight)		Price of Durian	
			Musang King (2 kg)	Black thorn (2.5 kg)	Musang King (12 USD/1kg)	Black thorn (13 USD/1kg)
1 st	16,000	0	0	0	0	0
2 nd	20,266	0	0	0	0	0
3 th	24,534	0	0	0	0	0
4 th	24,534	0	0	0	0	0
5 th	24,534	0	0	0	0	0
Total	109,868	0	0	0	0	0

The investment will consume an estimated total of **USD 109,868** during the first five years.

Projected Profit for Musang King Durians from the 6th to 20th year.

Musang King



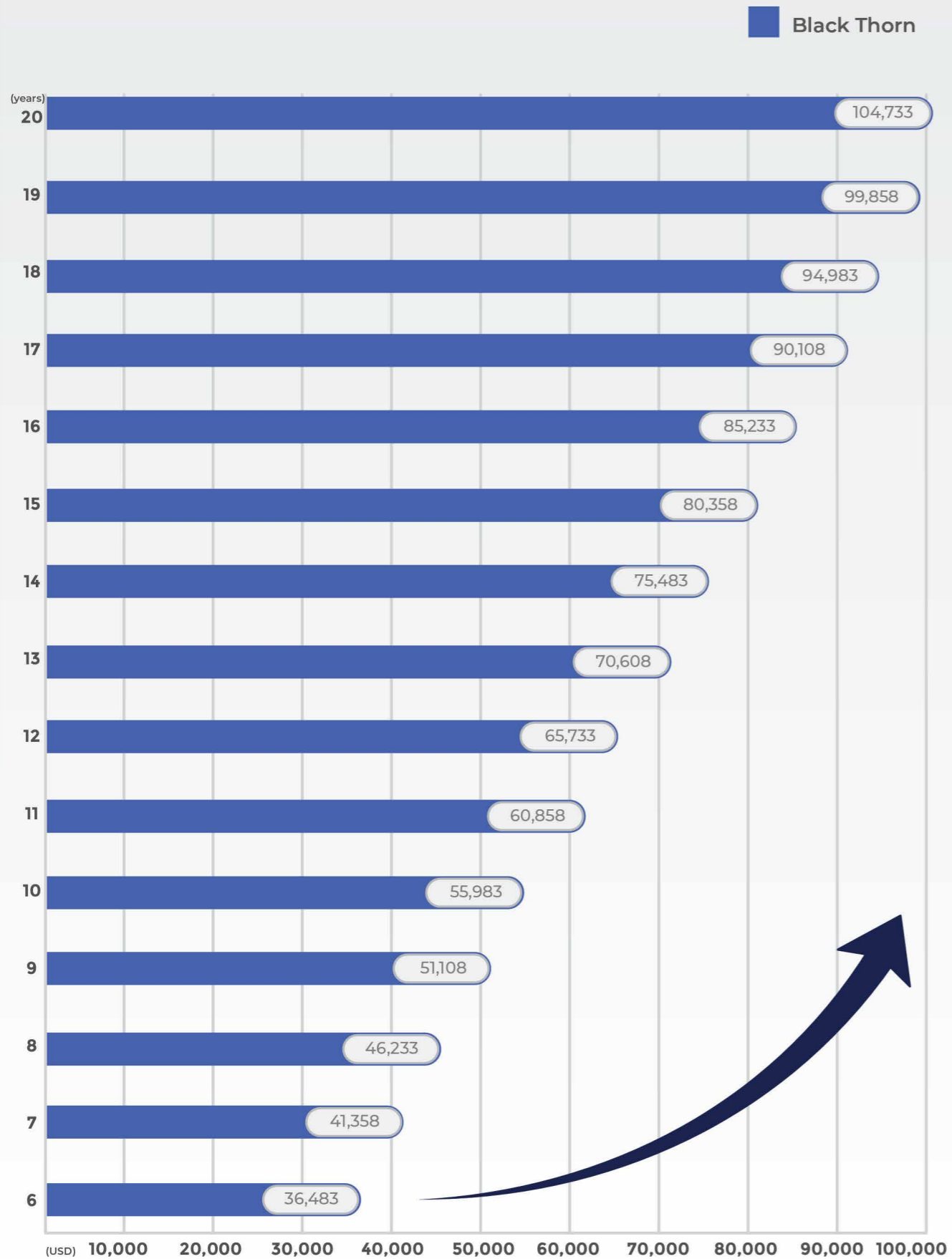
The total net profit for Musang King from the 6th to 20th year is

USD 734,000

*Based on 30 trees per acre

Years (10 acres)	Expenses (USD)	Durian amount (1 tree 50 capsules)	Durian weight (average weight) Musang King (2 kg)	Price of Durian Musang king 12 USD/1kg	Earn (USD)
6 th	12,267	1500	3000	36,000	23,733
7 th	12,267	1650	3300	39,600	27,333
8 th	12,267	1800	3600	43,200	30,933
9 th	12,267	1950	3900	46,800	34,533
10 th	12,267	2100	4200	50,400	38,133
11 th	12,267	2250	4500	54,000	41,733
12 th	12,267	2400	4800	57,600	45,333
13 th	12,267	2550	5100	61,200	48,933
14 th	12,267	2700	5400	64,800	52,533
15 th	12,267	2850	5700	68,400	56,133
16 th	12,267	3000	6000	72,000	59,733
17 th	12,267	3150	6300	75,600	63,333
18 th	12,267	3300	6600	79,200	66,933
19 th	12,267	3450	6900	82,800	70,533
20 th	12,267	3600	7200	86,400	74,133
Total	-	-	-	-	734,000

Projected Profit for Black Thorn Durians from the 6th to 20th year.



The total net profit for Black Thorn from the 6th to 20th year is

USD 1,059,125

*Based on 30 trees per acre

Years (10 acres)	Expenses (USD)	Durian amount (1 tree 50 capsules)	Durian weight (average weight) Black Thorn (2.5 kg)	Price of Durian Black Thorn 13 USD/1kg	Earn (USD)
6 th	12,267	1500	3750	48,750	36,483
7 th	12,267	1650	4125	53,625	41,358
8 th	12,267	1800	4500	58,500	46,233
9 th	12,267	1950	4875	63,375	51,108
10 th	12,267	2100	5250	68,250	55,983
11 th	12,267	2250	5625	73,125	60,858
12 th	12,267	2400	6000	78,000	65,733
13 th	12,267	2550	6375	82,875	70,608
14 th	12,267	2700	6750	87,750	75,483
15 th	12,267	2850	7125	92,625	80,358
16 th	12,267	3000	7500	97,500	85,233
17 th	12,267	3150	7875	102,375	90,108
18 th	12,267	3300	8250	107,250	94,983
19 th	12,267	3450	8625	112,125	99,858
20 th	12,267	3600	9000	117,000	104,733
Total	-	-	-	-	1,059,125