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AmBank supports Baskin-Robbins Malaysia & Singapore's business automation & expansion plan

The project is set to cover capacity for more than 300 outlets nationwide

13 February 2023

Golden Scoop Sdn. Bhd. ("**Golden Scoop**") master franchisee & operator of Baskin-Robbins Malaysia & Singapore has successfully launched its new One Stop Supply Chain Centre ("**OSSCC**") in Bandar Serenia, Sepang.

The RM30 million investment is being part-financed by AmBank Group ("**AmBank**") and is set to consolidate the company's storage, manufacturing and distribution functions allowing it to expand its capacity beyond its current 150 stores across Malaysia & Singapore.


The new factory is well-equipped with an automatic storage retrieval system which will help automate repetitive processes, reduce manual labour, and improve overall efficiency and quality of product.

During the official launch ceremony today, Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer of AmBank Group said "It is exciting to be able to support an ice cream powerhouse such as Baskin-Robbins Malaysia who would boost the future of the F&B industry in the region. We hope through this financing, Golden Scoop will be able to transform and

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modernize its manufacturing processes, whilst embarking on Industrial Revolution 4.0 (IR 4.0) technology to further enhance efficiency and process effectiveness. This is also aligned with AmBank's own digitalisation aspirations as a financial institution embracing the advent of IR 4.0 and empowering its clients to pursue digitally-driven operational excellence"

Christopher Yap, Managing Director, Business Banking, AmBank Group added "We are always supportive of customers who adopt new technology and innovative ways of doing business. Golden Scoop has been a customer of AmBank Group for 12 years, I am glad to see them through this journey and witness their continuous expansion in Malaysia and abroad. I would also like to congratulate them on this successful project"

Dato' Cheah See Yeong, President of Golden Scoop, said, "Golden Scoop would like to express its sincere appreciation to AmBank Group for its support and belief in making this project a reality. The OSSCC will enable Golden Scoop to further enhance its position in the premium ice cream industry in Malaysia and Singapore."

Golden Scoop was established in 1988 and has been in the market for more than 30 years. The company has built a notable chain of outlets and holds a substantial market share in the premium ice cream industry.

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About AmBank Group

AmBank Group is a leading financial services group with over 40 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 9,000 people.

The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of more than RM12 billion as at 31 March 2022.

AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, life insurance, family takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

For more information, please visit www.ambankgroup.com

For further information, please contact Ridzuan Zulkifli, Senior Vice President, Group Corporate Communications and Marketing, AmBank Group at ridzuan.zulkifli@ambankgroup.com and the Media Relations team at media.relations@ambankgroup.com

About Golden Scoop

Golden Scoop Sdn Bhd is the master franchisee and operator of international ice cream chain stores Baskin-Robbins for Malaysia & Singapore. The company was founded in 1988 with its first store in Subang Parade. We serve close to 6 million customers annually and employ over 900 people.

Baskin-Robbins is an American multinational chain of ice cream and cake speciality shops owned by Inspire Brands. Based in Canton, Massachusetts, Baskin-Robbins was founded in 1945 by Burt Baskin and Irv Robbins in Glendale, California. It is the world's largest chain of ice cream speciality stores, with more than 8,000 locations, including nearly 2,500 shops in the United States and over 5,000 in other countries. Baskin-Robbins has stores in nearly 50 countries.


For more information, please visit <https://www.baskinrobbins.com.my>

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