

FOR IMMEDIATE RELEASE

Food Innovators Holdings debuts Halal-certified Japanese Honolu Ramen in Kuala Lumpur (Malaysia) through Joint Venture

- Joint Venture is with Asset Frontier, a leading operator in Japan's halal food segment. Asset Frontier operates twelve (12) Honolu ramen outlets that attract approximately 30,000 inbound visitors monthly.
- Strategically located at TRX, Malaysia's international financial district which attracts high foot traffic but lacks halal-certified Japanese cuisine. The Group aims to address this gap by offering affordable dining alternatives for Muslim customers.
- Strong growth potential driven by positive reviews of the Honolu Ramen pop-up shop operated by Asset Frontier in February 2025 and the limited availability of halal-certified Japanese options.

Singapore, 15 August 2025 – Food Innovators Holdings Limited ("**FIH**", or together with its subsidiaries, the "**Group**"), which focuses on Japanese cuisines across Asia, is pleased to announce the grand opening of its halal-certified Japanese Honolu Ramen outlet (the "**Restaurant**") in Kuala Lumpur, Malaysia.

The outlet will be operated by HONOLU JAPAN SDN. BHD. (the "**JV Company**"), jointly owned by the Group's wholly owned Malaysian subsidiary, F Innovators Malaysia Sdn. Bhd. ("**FIM**"), and Asset Frontier Co., Ltd. (the "**Asset Frontier**"), each holding an equity stake of 50%.

Under the joint venture, Asset Frontier brings deep expertise from the operation of 12 halal ramen outlets in Japan under the Honolu brand, serving approximately 30,000 inbound visitors monthly. FIH contributes its proven track record in expanding F&B operations across Asia and its extensive presence in Malaysia. Together, the joint venture combines culinary expertise, operational excellence, and market access to capture rising demand for halal-certified Japanese cuisine in Malaysia.

The Restaurant spans 1,381 square feet with a seating capacity of 72, offering halal-certified ramen and addresses a market gap in Malaysia, where halal ramen options remain limited despite strong demand from a Muslim-majority population of approximately 60%.

Strategically located within Tun Razak Exchange ("**TRX**"), Malaysia's international financial district, the Restaurant sits at the heart of a landmark development benchmarked against top global financial hubs such as Singapore's Marina Bay.

TRX features Kuala Lumpur's only city centre MRT interchange station, attracting daily footfalls of approximately 50,000 and over one million commuters monthly¹. In particular, the district draws affluent locals, office workers, and Muslim visitors but lacks halal-certified Japanese cuisine, making it an optimal location for the Restaurant establishment while enabling it to offer affordable dining alternatives for Muslim customers.

Moreover, the successful pop-up Honolu Ramen shop operated by Asset Frontier in February 2025 demonstrated the practicability and growth potential of the halal ramen concept in this Muslim-majority country, reinforcing the Group's confidence in expanding the brand in this region.

Mr. Kubota Yasuaki, President and Chief Executive Officer of FIH, commented: *"This partnership with Asset Frontier is a strategic milestone in advancing the Group's regional growth strategy. Bringing the Honolu experience to Kuala Lumpur positions us to scale by capitalising on Malaysia's strong halal ecosystem and growing demand for halal-certified Japanese cuisine."*

Backed by our strong operational track record, the Group remains focused on scaling our restaurant business across Asia. Our commitment to curating and scaling quality traditional Japanese and Japanese-inspired European cuisine restaurants across Asia will enable us to capture emerging opportunities, driving sustainable value for our shareholders."

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About Food Innovators Holdings Limited ("FIH")

Incorporated in the Republic of Singapore on 14 November 2019, FIH is principally engaged in (a) the Restaurant Leasing and Subleasing Business, focusing on matching properties and tenants in the restaurant business in Japan; and (b) the Food Retail Business across Japan, Singapore, and Malaysia.

Drawing on its extensive knowledge of the Japanese F&B industry through the restaurant leasing and subleasing business, the Group has evolved as an experienced restaurant operator with a focus on curating quality traditional Japanese and Japanese-inspired European cuisines. In addition, its years of experience enable the Group to provide one-stop consulting services for existing and prospective restaurant tenants.

¹ TRX Leads the Way for A Sustainable Urban District, TRX, 13 May 2025



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As of the announcement date, the Group manages a total of 230 subleased properties in Japan. In addition, the Group registered 30 restaurants in its brand portfolio, comprising 14 restaurants in Japan, 9 restaurants in Singapore, as well as 7 restaurants in Malaysia.

For more information, please visit FIH's website at <https://fih.sg/>

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Food Innovators Holdings Limited (the "**Company**") was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "**Exchange**") on 16 October 2024. The initial public offering of the Company was sponsored by PrimePartners Corporate Finance Pte. Ltd. (the "**Sponsor**").

This press release has been reviewed by the Sponsor. It has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this press release.

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