

FOR IMMEDIATE RELEASE

Food Innovators Holdings scales KANBE brand with launch of franchise-style outlet in Kuala Lumpur, Malaysia

- Marks the fourth KANBE Ramen chain store in Malaysia, reinforcing KANBE brand's appeal through a franchise-style collaboration anchored in commitment to brand values, food authenticity, and service quality.
- Situated in The Waterfront @ Desa ParkCity, an award-winning township with a vibrant family-friendly community of approximately 23,000 residents¹, the Restaurant offers a premium-casual ramen experience that emphasises warmth, craftsmanship, and multisensory engagement.
- Reinforces FIH's growth strategy to scale quality Japanese dining concepts across key markets. With six new restaurants opened in 2025 to date, the Group remains committed to disciplined and sustainable growth.



Singapore, 15 October 2025 – Food Innovators Holdings Limited (“**FIH**”, or together with its subsidiaries, the “**Group**”), which focuses on Japanese cuisine across Asia, is pleased to announce the launch of a new KANBE Ramen Restaurant (the “**Restaurant**”) at The Waterfront @ Desa ParkCity, Malaysia, Kuala Lumpur. This opening marks the fourth KANBE Ramen chain store in Malaysia, underscoring the Group's capabilities to scale quality Japanese brands in the region. It also highlights FIH's strengths in brand introduction and strategic site selection to drive its overseas expansion.

¹ [A waterfront retail hub for the community and beyond](#), The Edge Malaysia, 4 Dec 2023

The Restaurant is structured as an independent, franchise-style collaboration with a passionate partner who has been extensively trained at existing KANBE outlets and shares a strong appreciation for the brand values, food authenticity, and service quality. Under this collaboration, F Innovators Malaysia Sdn. Bhd., the Group's wholly owned subsidiary, is committed to a 25% investment of the total project cost.

Occupying a floor area of approximately 1,502 square feet with seating capacity for up to 58 guests, the Restaurant is rooted in the concept of "Good vibes, Real feel. It offers a premium-casual dining experience that combines warmth, craftsmanship, and multisensory engagement. From interior design to service delivery, the Restaurant embodies KANBE's signature approach to creating memorable dining spaces.

Strategically located at The Waterfront @ Desa ParkCity, a modern and award-winning township¹ known for its vibrant community living and family-friendly environment, the Restaurant is positioned to capture both resident and visitor demand. The Waterfront @ ParkCity is home to approximately 23,000 residents and receives an average of 5,000 vehicles daily, translating to approximately 20,000 visitors each day¹.

Mr. Kubota Yasuaki, Chief Executive Officer of FIH, commented: ***"We are pleased to expand the KANBE brand together with our partners. This milestone is a testament to our capabilities in brand introduction, marketing, and scaling across Southeast Asia."***

Looking ahead, we will continue to expand our portfolio, leveraging our leasing and subleasing business to identify quality Japanese brands and curate them overseas, delivering authentic Japanese dining experiences to local customers."

The opening of the KANBE Ramen Restaurant follows the recent debut of the Group's Halal-certified Japanese Honolu Ramen in Kuala Lumpur. Including this launch, the Group has launched six new restaurants in 2025 to date, underscoring its commitment to expanding its portfolio of Japanese cuisine across international markets.

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Food Innovators Holdings Limited
6 Eu Tong Sen Street
#09-17 The Central
Singapore 059817

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.

As of the announcement date, the Group manages a total of 228 subleased properties in Japan. In addition, the Group registered 31 restaurants in its brand portfolio, comprising 14 restaurants in Japan, 9 restaurants in Singapore, as well as 8 restaurants in Malaysia.

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

Issued for and on behalf of Food Innovators Holdings Limited

By Financial PR Pte Ltd

For more information please contact:

Kamal SAMUEL / Vicki ZHOU / Louise LIM

Financial PR

Tel: 6438 2990 / Fax: 6438 0064

E-mail: kamal@financialpr.com.sg / zhouyan@financialpr.com.sg / louise@financialpr.com.sg

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.

The contact person for the Sponsor is Mr. Shervyn Essex, 16 Collyer Quay, #10-00 Collyer Quay Centre, Singapore 049318, sponsorship@ppcf.com.sg.