

# 99 Speedmart celebrates landmark 35th anniversary

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(Starting fifth from left) Domestic Trade and Cost of Living minister Datuk Seri Salahuddin Ayub and 99 Speedmart Sdn Bhd managing director Lee Thiam Wah, Domestic Trade and Cost of Living Ministry secretary-general Datuk Azman Mohd Yusof and Defence Ministry secretary-general Datuk Seri Muez Abdul Aziz with the contribution recipients.

## Store launches 'Buy Malaysia-made products' campaign and garners Nielsen IQ Trophy

LOCAL sundry 99 Speedmart celebrated its landmark 35th anniversary at a gala dinner event in Sunway Resort Hotel today, Dec 19.

The dinner was held to honour its dedicated staff, stakeholders and strategic partners for their extraordinary resilience, dedication and efforts in navigating the challenging pandemic years.

Attendees included Domestic Trade and Cost of Living minister Datuk Seri Salahuddin Ayub who also launched the event, Datin Seri Fatimah Taha, Domestic Trade and Cost of Living Ministry secretary-general Datuk Azman Mohd Yusof and Defence Ministry secretary-general Datuk Seri Muez Abdul Aziz, in addition to 99 Speedmart staff and business associates.

The event featured two significant initiatives. The first was the launch of Kempen Beli Barangan Malaysia (Buy Malaysia-made Products Campaign) featuring 50 selected local items from now until Dec 31, in conjunction with 99 Speedmart's philosophy of empowering the society. This is primarily demonstrated in 99 Speedmart's promotion of local goods and thus creating a symbiotic partnership that enables local enterprises and businesses to grow and thrive.



(From left) Azman, Salahuddin and 99 Speedmart Sdn Bhd managing director Lee Thiam Wah launched a small gambit for the Buy Malaysia-made Products Campaign.

As 99 Speedmart's executive director Ng Lee Tieng, puts it, "We understand that we play a huge role in the empowerment of our society. We have always been a promoter of local products, with more than 60% of our revenue coming from 'Buatan Malaysia' products."

Ng also touched on the unprecedented change in the global business landscape brought about by the Covid-19 situation highlighting the need for supply chain resilience and greater localisation of goods that are sold by 99 Speedmart.

She added, "We have fully committed ourselves to promote 'Buatan Malaysia' products to the next level, with a target of reaching RM5bil in our 2023 fiscal year. With the support from our local suppliers, we will make that possible."

This commitment and underpinning philosophy has seen 99 Speedmart garner the prestigious accolade of No.1 in Malaysia for FMCG Retail Sales for Year 2021 and 2022 (Year-to-Date September 2022). The NielsenIQ award was presented by Retail Vertical Lead at NielsenIQ Retail Intelligence director to 99 Speedmart managing director Lee Thiam Wah.

Salahuddin commended 99 Speedmart for its evolution since its inception and the rapid growth it continues to attain, while catering to the needs of the rakyat.

He said, "The success story of 99 Speedmart has become a benchmark in the retail sector. Through efficiency and use of technology, the company is able to reduce its overall operating costs, open more outlets and offer goods at very affordable prices in line with their motto "Near and Cheap".

"I would like to congratulate and thank Lee Thiam Wah and his team for helping the nation by offering consumer necessities at affordable prices."

"99 Speedmart is the only mini market that employs 100% local workforce at its branches. This success should be commended and serve as a benchmark for other retailers to prioritise the local workforce," he added.

The second significant initiative highlighted at the event was 99 Speedmart's commitment to environmental sustainability, acknowledging the need to balance future development with environmental responsibility. This includes installing solar panels at all distribution centres to achieve GreenRE building status, and the installation of merchandise cooling systems that use 40-45% less energy.

Ng further added, "All our efforts will support Malaysia's target of reaching Net-Zero Carbon Emissions by 2050."

As a caring corporate citizen, 99 Speedmart also continues to do its part in impacting the nation positively via various other philanthropic and conservation initiatives. The organisation has donated RM1mil to Universiti Tunku Abdul Rahman (UTAR) Hospital, RM500,000 to the National Cancer Society of Malaysia, RM500,000 to IJN Foundation and RM500,00 to Forest Research Institute Malaysia – for the planting of new trees and research work.

As the company moves upwards to new heights, 99 Speedmart is also proving itself to be a capable and caring corporation with the indomitable Malaysian spirit of benevolence.