

3Lyon Announces New Board Member



Petaling Jaya, Jun 22, 2020 ([Issuewire.com](https://www.issuewire.com)) - *By 3LYON Holdings Berhad IR*

Founder of 3Lyon Holdings Berhad, Datuk Wira Ranjeet Singh Sidhu today informed the Board of Directors of 3Lyon Holdings Berhad of the appointment of Datuk Hishammudin bin Hasan as Director in the company. Datuk Hishammudin joined the organization with the aim to increase the brand awareness of 3Lyon Holdings Berhad and its subsidiaries and market share of the company.

Datuk Hishammudin, has over 20 years of experience in the Fast Moving Consumer Goods (FMCG) industry, serving in an array of Multi-National and Blue Chip organizations. He began his career in Nestle Singapore honing his skills in various operational and commercial roles and soon after, found himself contributing regionally to Nestle Singapore. His stint at Nestle had lasted for over a decade.

He then brought his skills to other companies such as Kraft and Danone which led him to gain various experiences in different countries across the region, like Thailand and Indonesia. Holding numerous regional roles gave Datuk Hishammuddin valuable insights to understanding a wide range of cultures and races, thus allowed him to provide a more holistic approach in leading an organization that may be made up of a diversified workforce. Soon after, Datuk Hishammudin brought his knowledge and experience closer to home to serve in local companies, namely 7-Eleven Malaysia and Central Sugars Refinery, (CSR).

Datuk Hishammudin also has a passion for philanthropy and spends his time championing and contributing to organizations that help and spread awareness about Orphans, Kidney failure patients, and the homeless.

With his breadth of experience and expertise, Datuk Wira Ranjeet believes having Datuk Hishammudin on board will propel 3Lyon Holdings, under the leadership of Tan Sri Syed Yusof Bin Tun Syed Nasir to greater heights and further support the group's aspirations to forge ahead in its journey.

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About 3Lyon Group

3Lyon Holding Berhad is an investment holding company that engages in the management of its group companies, which invests in Real Estate, Consumer Financing, Leisure Business and Strategic High Growth sectors. The company was founded by Datuk Wira Ranjeet Singh Sidhu and is headquartered in Kuala Lumpur, Malaysia.

3Lyon's singular purpose is to enrich the lives of its stakeholders and the communities that they operate in. Towards this end, 3Lyon is committed to leveraging their regional experience, with their deep market knowledge and operational expertise to create superior value for their promoters and partners. The foundation of 3lyon's business is built on integrity, transparency and good corporate governance.



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