Vanilla Crepe Appoints Censuria as M&A Advisor, Eyeing Capital Market Opportunities

Award Winning Mille Crepe Brand in Malaysia

Subang Jaya, Selangor Aug 30, 2024 (Issuewire.com) - Malaysia's well-known pastry chain, Vanilla Crepe, has announced today the appointment of Censuria as its M&A (Mergers and Acquisitions) advisor. This strategic move is aimed at leveraging capital markets to propel the company toward a higher level of development.

Famous for its signature mille crepe cakes, Vanilla Crepe has become a leading player in Malaysia's SME (Small and Medium Enterprises) food and beverage industry, garnering widespread industry recognition. Building on its current success, the group plans to achieve further growth goals through the capital markets.

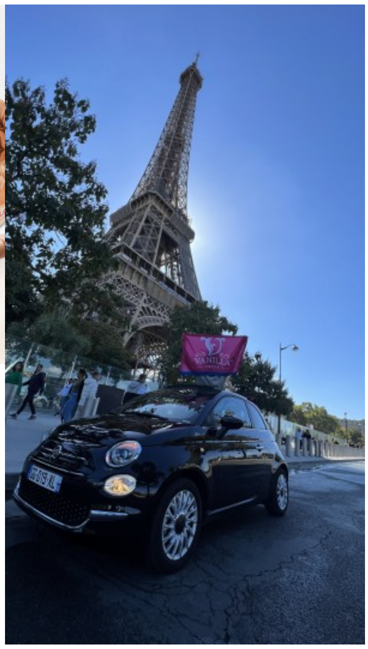
The Group's CEO and Co-Founder, Nelson Liew, stated that in the rapidly changing F&B (Food and Beverage) market, businesses must constantly explore the possibilities of listing and mergers to ensure sustained growth. He noted, "Vanilla Crepe Group is always seeking new growth opportunities. Through the power of the capital markets, we can access the necessary resources and strategic support to further expand our operations and enhance our market competitiveness."

The appointment of Censuria will provide Vanilla Crepe with advisory services and resources related to mergers and acquisitions, assisting the group in exploring growth directions in the capital markets. Liew added, "In the current market environment, SMEs face numerous challenges. By partnering with private equity firms, Vanilla Crepe can fully utilize the resources and expertise of the capital markets to explore more opportunities for growth."

Censuria's Principal, Dato' Jennifer Ong, stated that the chain F&B industry is one of Censuria's key investment areas, and Vanilla Crepe has demonstrated excellence in innovation, operations, management, and brand building. "We believe our involvement will help Vanilla Crepe achieve greater success in regional and global markets, propelling this Malaysian brand towards globalization."

This appointment also marks a new trend among local SMEs in leveraging private equity firms to enter capital markets. An increasing number of SMEs are not only preparing for listing through investment banks but are also actively seeking M&A opportunities through private equity funds to accelerate business expansion and enhance market competitiveness.

As it approaches its 10th anniversary, Vanilla Crepe Group currently operates 30 outlets nationwide, making it the largest mille crepe chain in the country, and has already expanded its business into East Asia.



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