



Ogilvy Public Relations Worldwide

Client: Emery Oleochemicals  
Date: 10 March 2011

Size: N/A  
AD Value: RM 6,000  
PR Value: RM 18,000

Publication: The Star (Online)  
Headline: Emery aims to raise RM480mil  
Summary: Emery Oleochemicals Group is targeting to raise RM480mil within the next four months via Islamic bonds and internally generated funds to finance its expansion and three sub-projects under the Economic Transformation Programme (ETP).

Link: <http://biz.thestar.com.my/news/story.asp?file=/2011/3/10/business/8224069&sec=business>

The screenshot shows a news article on thestar.com.my website. The article is titled "Emery aims to raise RM480mil" and is dated Thursday, March 10, 2011. The author is listed as DAMEY YAP from dany@thestar.com.my. The article text states that Emery Oleochemicals Group is targeting to raise RM480mil within the next four months via Islamic bonds and internally generated funds to finance its expansion and three sub-projects under the Economic Transformation Programme (ETP). It mentions that Prime Minister Datuk Seri Najib Tun Razak announced yesterday a RM16.2mil investment led by Emery Oleochemicals in three sub-projects under ETP to produce bio-lubricant and green polymer additives and surfactants for home and personal wellness products. The article also mentions that Group chief executive officer Emery Oleochemicals Hongkrapan Intarjaya said the company would require about RM140mil for the first phase of the expansion, which involves the building of a new green polymer additives production plant at Telok Panglima Garang free trade zone in Selangor. It further states that "We expect the plant to be running by the third quarter of this year," he said at a press briefing in conjunction with the Palm and Lauric Oil Conference 2011 yesterday. The green polymer additives plant has a production capacity of 15,000 to 30,000 tonnes a year and would be the first such facility outside Germany. On the other two plants, he said one was located in Telok Panglima Garang and the other involves a research and development collaboration with Platinum Energy to develop next generation plastic additives. Of the two new plants, one would be set up via a joint-venture (JV) with AK ChemTech Co Ltd of Korea, which is expected to operational by end 2012 or early 2013. Intarjaya said the company would be focusing on critical growth areas of Home and Personal Wellness (HPW) where there was strong demand for high-value oleo derivatives.

The screenshot also shows various website elements like navigation menus, advertisements (e.g., Bid Here.com, AsiaRooms), and social media links.