



## **KIN Dairy enters into a Strategic Partnership with Growtheum Capital**

Growtheum Capital Partners (“GCP”) is pleased to announce a strategic partnership with PT ABC Kogen Dairy (referred to as “KIN Dairy” or the “Company”). KIN Dairy is a vertically integrated dairy manufacturer producing yogurt and milk products under the brand “KIN” and also operates one of the largest and the only A2-cow dairy farm in Indonesia. KIN’s yoghurt Slurp, which features Disney’s Frozen and Toy Story characters and made with imported MB-11 Lactobacillus d. Bulgaricus bacteria culture from Bulgaria, is the first in market in Indonesia.

“GCP has been a known trusted party to businesses in Indonesia and we are thrilled with the opportunity to welcome them in KIN Dairy. Growtheum’s industry knowledge, expansive network, and track record of collaborating with management teams in growing and building consumer companies in the SE Asia region are appealing to our Company. We look forward to working closely with them to accelerate business growth in line with our Company’s vision to deliver First, Differentiated, and Unique dairy products to the Indonesian consumers,” said **Warren Choo, President Director at KIN Dairy.**

“With increasing demand for nutritional products on-the-go and a low dairy consumption per capital, Indonesia is expected to be amongst the fastest-growing dairy markets globally,” said **Choo Koon Po, Partner at GCP.**

**Kusnadi Pradinata, Senior Managing Director at GCP,** added: “We are excited to partner with KIN Dairy. With the Company’s relentless commitment to product innovation, nutritional values, and best-quality ingredients, KIN Dairy represents an attractive opportunity for GCP to realize the market opportunity.”

**Yoshinori Takano, General Manager at Mitsui & Co. (Asia Pacific),** expressed “We are excited to have GCP, an experienced investor in Southeast Asia and a familiar party to Mitsui, to join us in this partnership to realize KIN Dairy’s tremendous growth potential. The Company has a strong platform to aspire for market leadership in the dairy sector in Indonesia.”

“This partnership combines our sector expertise with the experience of the Choo Family, shareholders of the ABC group with a long and proven legacy of building trusted consumer brands, and the global reach of Mitsui, an experienced trading powerhouse. We aim to work together to realize KIN’s mission of increasing accessibility of quality nutritious dairy products to consumers across Indonesia,” said **Amit Kunal, Managing Partner of Growtheum Capital.**

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## **About KIN Dairy**



The Company manufactures and distributes a range of dairy products, including A2 fresh milk and drinking yogurts, under the brand “KIN”. A2 milk is understood to be easier to digest by the human gut due to the difference in its amino acid strand structure compared to the general cow milk (A1 milk). The Company also operates one of the largest dairy farms in Indonesia with a total population of over 3,000 A2 cows. Located in the highlands of West Java, the Company’s dairy farm has one of the highest yields of milk production in Indonesia.

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## **About Growtheum Capital Partners**

Growtheum Capital Partners is a private equity firm pursuing partnership opportunities with companies in Southeast Asia.

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