



IPO STATISTICS

IPO Price (RM)	0.26
Fund Raised (RM million)	21.78 from new issue 7.80 from offer for sale Total: 29.58
Enlarged issued share capital upon listing (million shares)	400.00
IPO Market Capitalisation (RM million)	104.00
Price Earnings Ratio (PER)	13.68x
<i>Based on average maintainable profit of RM7.58 mil from FY2019-FY2021</i>	

Use of Proceed (RM21.78 million from new issue)



- Expansion of manufacturing facilities
- Expansion of geographical coverage
- Expansion of operational capabilities
- Working capital
- Estimated listing expenses

BUSINESS OVERVIEW

Business Activities

Unique Fire is principally involved in the assembly, distribution and manufacture of active fire protection systems, equipment and accessories for the built environment. Its business activities are segregated as follow:

- **Assembly** of fire protection systems and equipment, including fire suppression system using CO₂ and HFC-227ea as extinguishing agents, and fire protection equipment including fire extinguishers using CO₂, dry chemical and foam as extinguishing agents, fire hose reels and fire hoses. These products are marketed under its in-house brands (Unique, Unique227, Yama, Commander) as well as third party brands (Orient, Kidde). Unique Fire also started to market FK5112 fire suppression system under its in-house brand (Unique5112) and third party brand (Kidde) in the first half of 2021.
- **Distribution** of fire protection systems, equipment and accessories
- **Manufacturing** of fire protection equipment, namely hand portable dry chemical fire extinguishers, under its Unique brand
- **Other activities** such as assisting in Electronic Fire Extinguisher Identification System (eFEIS) application to the Fire and Rescue Department of Malaysia, sales of dry chemical fire extinguisher refilling machines and servicing of fire protection equipment

98.7% of its FY2021 revenue was derived from the domestic market.

Revenue Segmentation by Brand

In-house brand	: 80.5%
Third party brand	: 17.9%
No brand	: 1.6%

Based on FY2021 revenue

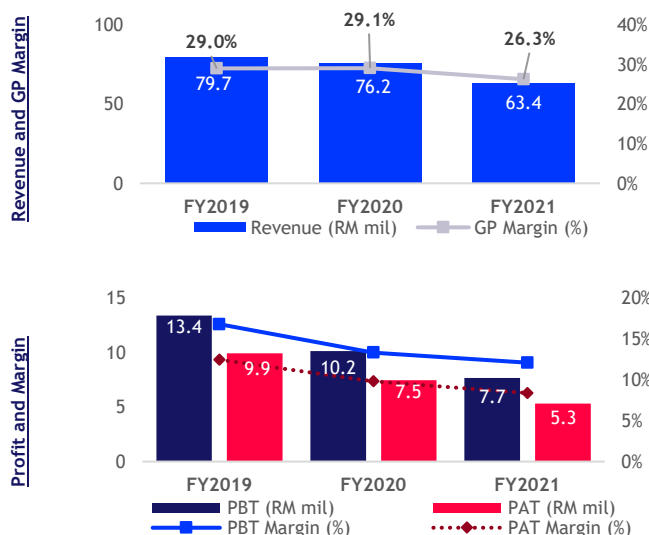
Competitive Advantages

- **Established track record of approximately 25 years** in the industry which will serve as a platform for future growth
- **In-house brands** to cultivate customer loyalty and brand recognition
- **Assembler and manufacturer of its brands of products** which allows the company to have direct control over its product quality
- **Wide range of fire protection systems, equipment and accessories** to meet the diverse needs of its customers
- Being an **authorised distributor of third party brands** of fire protection systems, equipment and accessories benefits the company from the brand equity and customer loyalty developed by its suppliers
- **Diverse use of its products in various sectors** which provides the company with business growth and opportunities
- Fire protection systems, equipment and accessories are critical products mandated by various regulatory bodies
- Experienced Directors and key management team to grow its business

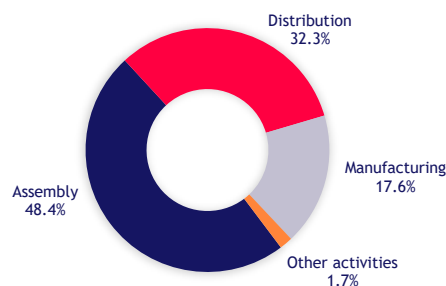
GROWTH STRATEGIES AND FUTURE PLANS

- **Enhance its manufacturing facilities and develop new fire extinguishers.** Plans include installing two new production lines to manufacture cylinders for its new hand portable dry chemical fire extinguisher that comply with the Malaysian Standards and British Standards
- **Enhance its operational capabilities** via i) increase its storage capacity and implement a warehouse management system; ii) digitalise its fire extinguisher identification process with two automated systems
- **Expand its geographical coverage** by i) establishing new sales offices and warehouses in Johor and Penang; ii) Enhancing advertising and marketing activities in Malaysia and some targeted foreign countries
- **Install rooftop solar photovoltaic system** to reduce its utility costs and carbon footprint

FINANCIAL PERFORMANCE & PEER ANALYSIS



Revenue Segmentation (FY2021)



Peer Analysis

Company	PAT Margin (%)	PER (x)
FITTERS Diversified Bhd	Loss Making	N.A.
Unique Fire Holdings Bhd	8.39	13.68

* Selected peer listed on Bursa Malaysia as identified in the Independent Market Research Report. PAT margin based on prospectus. Unique Fire's PER at IPO.

PROMOTERS & SUBSTANTIAL SHAREHOLDERS

Promoter/ Substantial Shareholder	Designation	Shareholding after IPO	
		Direct	Indirect
Unique Go Sdn Bhd	Promoter and substantial shareholder. Investment holding	63.00%	-
Liew Sen Hoi	Promoter and substantial shareholder. Managing Director	4.56%	67.00%
Dato' Marcus Liew	Promoter and substantial shareholder. Executive Director	1.00%	-
Ryan Liew	Promoter and substantial shareholder. Executive Director	1.00%	-
Roy Liew	Promoter and substantial shareholder. Operation Director	1.00%	-
Ray Liew	Promoter and substantial shareholder. Creative Director	1.00%	-
Lim Show Ching	Promoter and substantial shareholder	-	4.56%

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