

OCEAN FRESH BERHAD

DIRECTOR'S PROFILE

Kee Wan Chum

Executive Director / Head of Operations

Age: 40

Nationality: Malaysian

Gender: Female

Board Committee Membership: None

Kee Wan Chum ("Ms Kee") was appointed to our Board on 1 October 2023.

She is responsible for our Group's daily business operating activities and managing our employees to ensure smooth operations of our business. In addition, she is also responsible to identify new business opportunities, handle procurement of supplies and drive our Group's sales as well as to develop new systems and procedures to improve operational efficiency for our Group. She also oversees the Group's international business development activities and corporate affairs (except for China market).

She graduated from University Putra Malaysia with a Bachelor of Engineering in Process and Food in June 2009.

She joined Lianli Huat Seafood Products Sdn Bhd as QC personnel in June 2009, where she was responsible for ensuring the company's compliance to various QC certificates and regulations, particularly HACCP certificate and HALAL standards as well as managing the construction of the company's business premises. In January 2011, she was transferred and redesignated to Marketing Executive of Ocean Fresh Seafood Products Sdn Bhd ("OFSP"), where she assisted in the sales and marketing as well as logistics and shipping of seafood products. She was subsequently promoted in May 2013 to Senior Marketing Executive cum QC Coordinator, where in addition to her existing responsibilities, she also assisted in ensuring the company's compliance to various QC certifications and regulations.

In March 2014, she was promoted to Marketing Manager, where she was responsible for maintaining customer relationships as well as developing new marketing strategies to help achieve the sales target of the company. In June 2015, she was redesignated to QC Manager, where she was in charge of ensuring compliance and maintenance of the certifications held by the company as well as leading the QA/QC team in ensuring that the quality and safety standards of the seafood products are met. In August 2016, she was redesignated to QC cum Purchasing Manager. In addition to her existing responsibilities, she was also in charge of overseeing the company's procurement and sourcing activities related to raw materials as well as overseeing the activities of the sales team. In March 2017, she was promoted to Assistant General Manager of Marketing, where she was responsible for monitoring the cost of raw materials, driving sales growth, obtaining new suppliers and customers as well as leading the QA/QC team to ensure the company's certifications are maintained and regulations are complied with.

In January 2021, she was promoted to General Manager, where she was in charge of the daily business operating activities of the company, including managing operational costs, performance and capacity-related activities; analysing data based on sales and demand for procurement purposes; identifying new business opportunities and driving sales as well as developing new systems and procedures to improve operational efficiency for the company.

In December 2021, she was appointed as director of OFSP. Subsequently on 1 October 2023, she was appointed as Executive Director / Head of Operations of our Group.

Ms Kee does not hold any directorship in public companies and listed issuers but holds directorship in several private limited companies. She does not have any family relationship with any director and/or major shareholder of the Company. She attended all five (5) Board Meetings held during the financial year ended 31 December 2025.