



FOR IMMEDIATE RELEASE

Midea Partners with 99 Speed Mart to Make Quality Home Appliances More Accessible Across Malaysia

Strategic collaboration expands Midea's reach to over 3,100 outlets nationwide



From left to right: Lee Thiam Wah, Executive Director & CEO of 99 Speed Mart, Yong Eng Kwang, Chief Operating Officer of 99 Speed Mart, Mark Tam, Managing Director of Midea Malaysia, Zeal Jiang, President of the APAC Region for Midea Group.

SHAH ALAM, 3 August 2026 - Midea, a global leader in smart home appliances, is expanding its retail footprint in Malaysia through a strategic partnership with 99 Speed Mart Sdn Bhd ("99 Speed Mart"), the country's largest mini market chain, making its latest home appliances more accessible to consumers nationwide. The collaboration was formalised with the signing of a Memorandum of Understanding (MoU) between Midea and 99 Speed Mart, marking another milestone in the brand's long-term growth strategy for Malaysia.

Representing Midea at the MoU signing ceremony was Mark Tam, Managing Director of Midea Malaysia with Zeal Jiang, President of the Asia Pacific (APAC) Region for Midea Group acting as witness, while 99 Speed Mart was represented by Mr Yong Eng Kwang, Chief Operating Officer and Mr Lee Thiam Wah, Executive Director and CEO acting as witness. The partnership follows Midea's expansion of its dedicated retail network with the launch of 18 Midea Brand Stores nationwide last year. Together, these channels strengthen the brand's market presence and give more Malaysians convenient access to Midea's growing range of home appliances.

"For consumers, the expanded retail network means easier access to Midea's latest technologies, particularly home appliances such as blenders, electric kettles, rice cookers, fans, toasters and toaster



ovens, vacuums and stoves,” said Mark Tam, Managing Director of Midea Malaysia. “By partnering with 99 Speed Mart, Midea gains access to one of Malaysia’s most extensive retail networks, enabling the brand to reach more neighbourhoods and serve consumers where they live and shop in line with 99 Speed Mart’s tagline ‘Near n’ Save’. The move complements Midea’s existing brand stores and authorised dealer network, creating more touchpoints for customers to discover, experience and purchase its products.”

"This partnership with Midea marks an important milestone for 99 Speed Mart as we expand beyond our traditional product offerings to bring trusted home appliance solutions to customers across Malaysia,” the mini market chain retailer’s founder and CEO Lee Thiam Wah said. “As the country’s largest mini market chain, we are always looking for ways to better serve the everyday needs of Malaysians, and this collaboration allows us to offer greater convenience by making quality home appliances more accessible through our nationwide network.”

The collaboration also supports Midea’s broader growth ambitions in the region. At its Asia Pacific Dealer Conference in Bali late last year, the company unveiled its **Power of One** vision, a strategy that brings together its product innovation, retail expansion and customer experience under a unified growth agenda. Expanding its retail presence in Malaysia is a key step towards achieving the sales targets outlined under that vision.

This partnership reflects Midea’s continued investment in Malaysia and its commitment to making innovative, energy-efficient home appliances more widely available. As consumer demand grows for products that are smarter, more sustainable and better suited to modern living, Midea is strengthening its ability to meet those expectations through a broader and more accessible retail presence.

Starting in August, customers at 99 Speed Mart outlets nationwide will be able to purchase a selection of Midea’s small home appliances.

Full product range available at 99 Speed Mart outlets across Malaysia

Product	Model
Blender Glass Jar	MBL602B0BGG
Blender	MBL-6012K
Double Wall Jug Kettle	MK-17BK
Jug Kettle	MKE172M2BDG
Conventional Rice Cooker	MG-GP06B
	MG-GP18B
Table Fan	MF-16FT15NB
Stand Fan	MF-16FS23C-BK
Desktop Circulation Fan	MFT700M0BPB
Bread Toaster	MT09522SBPG
Oven Toaster	MEO-10BDW-BK
Stick Vacuum	MCV-SV66
Stainless Steel Stove	MGS-T2133S

For more information, please visit: <https://www.midea.com/my>



###

About Midea

Midea Group (Stock Code: 000333.SZ on the Shenzhen Stock Exchange and 00300.HK on the Hong Kong Stock Exchange, hereinafter referred to as "Midea") is a global technology conglomerate that integrates smart home, new energy and industrial technologies, smart building solutions, robotics and automation, healthcare, and intelligent logistics. Midea has been listed in the Fortune Global 500 for nine consecutive years and operates in over 200 countries and regions. With a core focus on technological leadership, Midea has established 33 research and development centers and 43 major manufacturing sites worldwide. Over the past five years, Midea has invested over 8 billion USD in research and development. The company's brand portfolio includes Midea, COLMO, TOSHIBA, Comfee, Little Swan, Hualing, Clivet, Eureka, KUKA, GMCC, Welling, LINVOL, and Wandong Medical and among others.

About 99 Speed Mart Retail Holdings Berhad

The history of 99 Holdings and its subsidiaries' business can be traced back to 1987 when Lee Thiam Wah established a traditional sundry shop named "Pasar Raya Hiap Hoe" in Klang. In 2000, 99 Speed Mart Sdn Bhd was incorporated and the first outlet under the "99 Speedmart" trade name was opened in Klang, Selangor. For the past 3 decades, under the stewardship of Lee Thiam Wah, the Company has rapidly expanded and its current network of outlets comprises over 3,000 outlets. 99 Holdings is the largest mini-market player and a leading groceries retailer in Malaysia. The tagline "Near 'n Save" is derived from the Company's business model and extensive chain of outlets, where it emphasises convenience and easy access for customers. Each outlet carries daily necessities comprising mainly fast-moving consumer goods such as food and beverages, personal and baby care products as well as household products that are competitively priced; hence incorporating elements of saving both time and money for its customers. For more information, please visit <https://www.99speedmart.com.my/>

For media enquiries, please contact:

Priority Communications PR Sdn Bhd

Livan Bai

livan@priority.net.my

(+603-7054 5336)

Midea Scott & English Electronics Sdn Bhd

Karen Tan / Vinnie Wong

karentan@midea.com / vinniewong@midea.com

99 Speed Mart Sdn Bhd

Nurul Ain Binti Ismail

Tel: +60 17-296 2199

Email: nurul.ain@99speedmart.com.my

Jason Chiew

Tel: +60 17-980 4293

Email: jason@imejiwa.com