



NNF GLOBAL

COMPANY PROFILE

Project Consultancy & Venture Builder

Building Malaysia's people-first ventures.

SSM Reg. No. 202603031145 (TR0336679-K)

Semenyih, Selangor, Malaysia · nnfglobal.online

Who we are

NNF Global is a Malaysian project consultancy and venture builder based in Semenyih, Selangor. We originate, structure, finance, and promote ventures that combine commercial strength with tangible public benefit — turning public-good ideas into self-sustaining, scalable businesses.

As parent and exclusive promoter, NNF Global currently stewards two flagship ventures: Hentian Bas Mesra Rakyat and Saté Ria.

What we do

- **Project Consultancy**
Advisory, structuring, financing and management of complex projects, including public infrastructure delivered through Private Finance Initiative (PFI) models.
- **Events & Promotions**
Organisation, promotion and management of events and sporting programmes, both indoor and outdoor, for professional and public audiences.
- **Food & Beverage Ventures**
From central-kitchen manufacturing to fast-food restaurants, kiosks and mobile formats — building and promoting scalable F&B brands.
- **Online Retail & Wholesale**
Retail sale of products over the internet and wholesale of foodstuffs at scale.

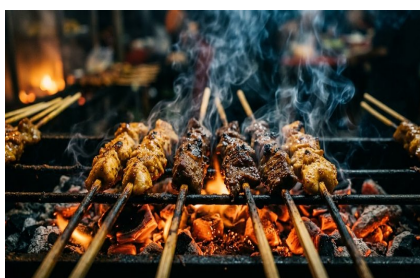
Two ventures, one standard of delivery



Hentian Bas Mesra Rakyat

INFRASTRUCTURE · PFI

A nationwide initiative transforming ordinary bus stops into world-class, people-friendly smart community hubs through a Private Finance Initiative: air-conditioned waiting halls, CCTV and security, retail and F&B, surau and clean toilets, digital billboards and telco infrastructure — self-funding, with no cost to government.



Saté Ria

F&B BRAND · REVIVAL 2025–2028

Malaysia's iconic satay brand, reborn. Built on a central-kitchen model for consistent quality, a versatile licensing format (food truck, kiosk, full outlet), and a global identity. Visit sateria.my.

Hentian Bas Mesra Rakyat — Concession

A nationwide initiative that turns ordinary bus stops into commercial, social and digital smart community hubs through a Private Finance Initiative — self-funding, at no cost to government. Aligned with the national bus transformation (BET & BRT), Smart City and ESG agendas.

4,000+

sites nationwide

1.7–3.5 yrs

payback (ROI)

RM 10.8–22.8k

net profit / month

+10–20%

digital · telco · green

Concession model

- 40%** **Owner + PBT**
Site, approvals & “Mesra Rakyat” policy support.
- 10%** **Dawsix Consultancy**
Submission, legal, tenant management & maintenance.
- 50%** **SME Concessionaire**
Operations, rental, advertising & telco infrastructure.

Revenue streams

Rental kiosk & café 35% · Advertising LED 30% · Telco & WiFi 20% · Community services 15% — gross RM 13,000–17,000 / month / location.

Rollout

Phase 1 Pilot — 10 sites (Selangor & KL) · Phase 2 Scaling — 50 sites · Phase 3 National — 200 sites, targeting RM 240 million / year.

Full concession investor deck available on request.

Leadership & team

- | | |
|------------------------------|-----------------|
| • YM Ungku Fadli Ungku Jalil | Chairman |
| • Dato' Seri Farid Ibrahim | Advisor |
| • Nadia Nabila | Principal |
| • Nuqman | Project Manager |
| • Salman | Marketing |

Registration

Business name	NNF Global
Registration No.	202603031145 (TR0336679-K)
Business form	Sole proprietorship
Commenced	26 January 2026 (5-year term)
Registered office	Semenyih, Selangor, Malaysia

Get in touch

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Parent & exclusive promoter of Hentian Bas Mesra Rakyat & Saté Ria