

Market Price Case Scenarios

**Domestic and Export Pricing Analysis
Musang King Durian - 2025**



Plantations
INTERNATIONAL

The Musang King Durian

Malaysia's Musang King Durian variety which is also known as Mao Shan Wang or D197 is without question truly "The King of Fruits". It is the most sought after and expensive Durian variety in the world due to consumers preferring its bitter-sweet flavour and creamy texture over all other available competing Durian varieties.







Despite its high demand, low supply levels means that its availability outside of Malaysia is severely limited. Domestically, Malaysia consumes upwards of 95% of its total annual production. Limited supplies combined with rapidly rising global demand has resulted in prices skyrocketing throughout Asia. Current wholesale prices outside of Malaysia range between 12-20 USD/KG.

Musang King Prices have already increased dramatically over the past 5 years and will continue to do so in the foreseeable future until significantly more than 5% of production is exported.

The only solution to this predicament is to produce more Musang King fruits by immediately planting more trees. According to estimates, more than 12.5 million trees are required just to supply China alone. This figure is even higher when Singapore, Hong Kong, Indonesia and Taiwan are considered.

The current one sided market situation has resulted in a highly profitable opportunity for growers and owners of Musang King Durian plantations as Malaysia currently has just over 550,000 actively producing Musang King trees in the whole country.

Durian Global Consumption (Volume, KG)

Indonesia		40%
Malaysia		24%
China		20%
Thailand		7%
Vietnam		6%
Others		4%

"Malaysia exports only 5% of its annual Musang King Durian production"

Market Pricing Scenarios - An Introduction

This document outlines 3 different active market pricing scenarios for end user sales of Musang King Durian from Malaysia. The scenarios contained herein are based on very conservative market prices.

Strategy is, by definition, dynamic. A plan of action aimed at achieving goals under conditions of uncertainty. Plantations International as part of its business framework attempts to reduce uncertainty, when viable, across every aspect of its business. In terms of sales, we do this through the sourcing of counterparties and the undertaking of pre-production and forward sales agreements.

Plantations International already has agreements in place which assists us in underpinning and expanding our existing Musang King Durian plantations. Nonetheless, we are constantly looking to sign agreements in high value developing markets that provide us with additional profitability and the benefits of distribution diversification.

The Malaysia Musang King Durian industry represents a very lucrative opportunity and is still considered in its infancy. Malaysia has only recently signed a trade deal with China for the importation of raw whole Musang King Fruit. DHL has just launched its “Durian Express” service offer next day deliveries from Malaysia to Singapore and Hong Kong.

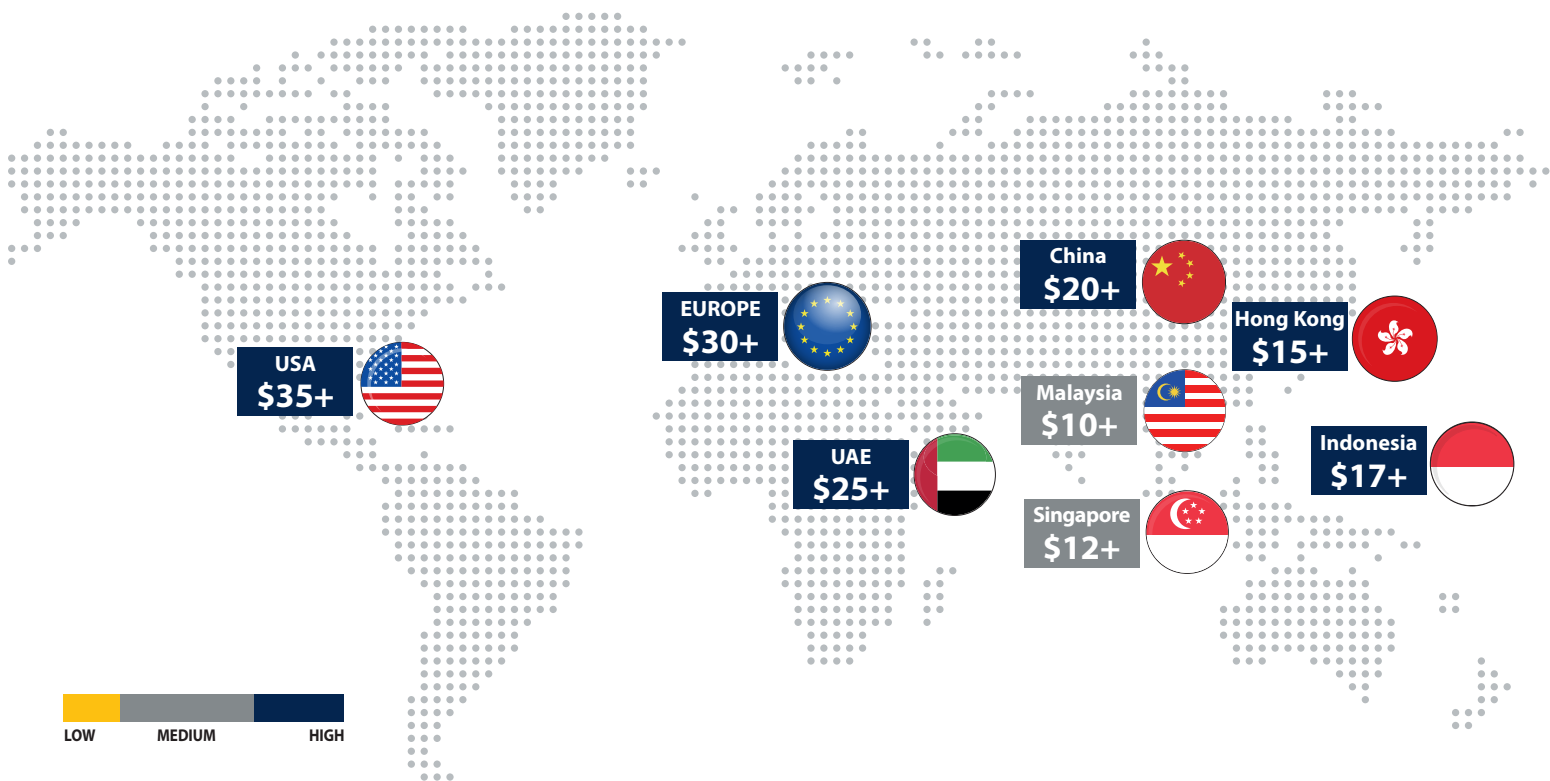
China alone is expected to conservatively import 14 Billion USD annually worth of Durian by 2030, although the figure could be as high as 40 Billion USD. Additional supplies of Musang King Durian are urgently needed to meet this unprecedented demand.

Export prices for Musang King Durian from Malaysia are significantly higher than domestic prices. Plantations International intends to focus on the export industry, the basis of which are the price scenarios presented within this document. This document does not aim to forecast the future, but provides a way of exploring different possible ones. The scenarios contained herein are based on currently attainable market prices.

Musang King Durian Prices

Musang King Durian fruit from Malaysia is sold for over **15 USD/KG** across Asia, or **1.5x more** than domestically.

Prices for Musang King Durian (USD/KG)



Musang King Price Scenario Classifications

Export price points differ due to a variety of market forces. Pricing for any market requires an understanding of the relative costs, demand and current competition of that market. Developing export markets can involve a range of costs that do not apply to domestic sales. These include costs for exporting such as freezing, packaging, shipping, labelling, compliance standards and financing.

Due to its uniqueness, direct competition to Malaysia's Musang King Durian export market is nonexistent. Only Thailand which offers a mass produced and less expensive product can come close to be called competition. Price points and profit margins of Thailand's Monthong Durian vs. Malaysia's Musang King Durian are vastly different with Musang King having

a profit margin advantage of well over 65%.

The demand for Organic Musang King Durian is not to be underestimated. The organic fruit sector as whole is thriving and growing at rate of 14% annually. Rapid urbanization, increased adoption of healthy dietary lifestyle and rising concerns regarding health and environment are the major factors attributed for the growth of organic fruits sector.

Introducing organic Musang King Durian into a market that already has a very strong demand for non-organic Musang King Durian is a complete game changer. This "organic advantage" will easily command a 20-30%+ price premium over the non-organic alternative.

The following pricing scenarios are conservatively based on the extreme lower end. For example, Musang King prices in Hong Kong & China are well over 30 USD/KG, but only 20 USD/KG was assumed in the Tier 3 scenario.

Tier 1 Pricing Scenario Domestic Sales

10 USD/KG

Based on existing agreements with domestic purchasers in Malaysia

Tier 2 Pricing Scenario Domestic Sales

12 USD/KG

Based on existing export pricing to Singapore.

Tier 3 Pricing Scenario Domestic Sales

20 USD/KG

Based on existing export pricing to Hong Kong & China.

3 Possible Pricing Scenarios

The following is a summary of the 3 possible market pricing scenarios. Full details are provided in the following pages.

When reading, please bear in mind that we have not factored in any “organic advantage” price premiums into our pricing tables. We estimate our organic advantage to give us 20-30%+ price premium on all our below listed domestic and export pricings.

Plantations International's business model is providing clients with very low entry levels in return for a 20% share of projected sales. What this means is that the company’s profits are heavily reliant on maximizing the sales price. This completely aligns the company and clients’ interests.

Pricing Scenarios	Valuation Comments
(1) Tier 1 Domestic Market	Based on a price of 10 USD/KG Domestic sales in Malaysia only.
(2) Tier 2 Export Destinations	Based on a price of 12 USD/KG exported to Singapore.
(3) Tier 3 Export Destinations	Based on a price of 20 USD/KG exported to Hong Kong & China.

Scenarios	Tier 1 Pricing	Tier 2 Pricing	Tier 3 Pricing
Musang King Trees	10	10	10
USD Entry Price	\$38,870	\$38,870	\$38,870
Annual Avg. Proceeds	\$7,762	\$9,272	\$15,314
Total Net Proceeds*	\$194,040	\$231,800	\$382,840
Annulized Yields*	19.97%	23.85%	39.40%

This figure is net of the entry price of USD 38,870 per 10 trees. (Net Sales - Entry Price).

Tier 1 Domestic Pricing Scenario

10 USD/KG Sales Price

10 Tree Package
USD \$38,870

Not Exported - Malaysia Sales Only

Year	Durian per Tree	Total KG. Yields	Sales Price USD/KG.	Intercropping Proceeds	Gross Harvest Proceeds	20% Harvest Fee	Net Proceeds	Annual Harvest Yields (%)
1	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
2	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
3	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
4	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
5	20	40	10,00	\$262	\$4,262	\$852	\$3,409,60	8.77%
6	20	40	10,00	\$262	\$4,262	\$852	\$3,409,60	8.77%
7	30	60	10,00	\$262	\$6,262	\$1,252	\$5,009,60	12.89%
8	30	60	10,00	\$262	\$6,262	\$1,252	\$5,009,60	12.89%
9	40	80	10,00	\$262	\$7,231	\$1,652	\$6,609,60	17.00%
10	40	80	10,00	\$262	\$8,262	\$1,652	\$6,609,60	17.00%
11	50	100	10,00	\$262	\$8,262	\$2,052	\$8,209,60	21.12%
12	50	100	10,00	\$262	\$10,262	\$2,052	\$8,209,60	21.12%
13	60	120	10,00	\$262	\$10,262	\$2,452	\$9,809,60	25.24%
14	70	140	10,00	\$262	\$12,262	\$2,852	\$11,409,60	29.35%
15	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
16	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
17	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
18	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
19	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
20	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
21	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
22	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
23	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
24	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
25	70	140	10,00	\$262	\$14,262	\$2,852	\$11,409,60	29.35%
Totals	1,180	2,360		\$6,550	\$242,550	\$48,510	\$194,040	499.20%

25 Years Accumulated Proceeds	\$194,040	19.97% Average Annual Harvest Yields
25 Years Accumulated Proceeds %	499.20%	
Annual Harvest Proceeds	\$7,762	

* Based 0% inflationary price increase in the price per KG. - Thailand averages over 1% inflation per annum.

Tier 2 Domestic Pricing Scenario

12 USD/KG Sales Price

10 Tree Package
USD \$38,870

Exported to Singapore, Vietnam and Malaysia.

Year	Durian per Tree	Total KG. Yields	Sales Price USD/KG.	Intercropping Proceeds	Gross Harvest Proceeds	20% Harvest Fee	Net Proceeds	Annual Harvest Yields (%)
1	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
2	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
3	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
4	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
5	20	40	12,00	\$262	\$5,062	\$1,012	\$4,049,60	10.42%
6	20	40	12,00	\$262	\$5,062	\$1,012	\$4,049,60	10.42%
7	30	60	12,00	\$262	\$7,462	\$1,492	\$5,969,60	15.36%
8	30	60	12,00	\$262	\$7,462	\$1,492	\$5,969,60	15.36%
9	40	80	12,00	\$262	\$9,862	\$1,972	\$7,889,60	20.30%
10	40	80	12,00	\$262	\$9,862	\$1,972	\$7,889,60	20.30%
11	50	100	12,00	\$262	\$12,262	\$2,452	\$9,809,60	25.24%
12	50	100	12,00	\$262	\$12,262	\$2,452	\$9,809,60	25.24%
13	60	120	12,00	\$262	\$14,662	\$2,932	\$11,729,60	30.18%
14	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
15	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
16	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
17	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
18	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
19	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
20	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
21	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
22	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
23	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
24	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
25	70	140	12,00	\$262	\$17,062	\$3,412	\$13,649,60	35.12%
Totals	1,180	2,360		\$6,550	\$289,750	\$57,950	\$231,800	596.35%

25 Years Accumulated Proceeds	\$231,800	23.85% Average Annual Harvest Yields
25 Years Accumulated Proceeds %	596.35%	
Annual Harvest Proceeds	\$9,272	

* Based 0% inflationary price increase in the price per KG. - These 3 countries averages over 2% inflation per annum.

Tier 3 Domestic Pricing Scenario

20 USD/KG Sales Price

**10 Tree Package
USD \$38,870**

Exported Hong Kong and China.

Year	Durian per Tree	Total KG. Yields	Sales Price USD/KG.	Intercropping Proceeds	Gross Harvest Proceeds	20% Harvest Fee	Net Proceeds	Annual Harvest Yields (%)
1	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
2	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
3	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
4	-	0	-	\$262	\$262	\$52	\$209,60	0.54%
5	20	40	20,00	\$262	\$8,262	\$1,652	\$6,609,60	17.00%
6	20	40	20,00	\$262	\$8,262	\$1,652	\$6,609,60	17.00%
7	30	60	20,00	\$262	\$12,262	\$2,452	\$9,809,60	25.24%
8	30	60	20,00	\$262	\$12,262	\$2,452	\$9,809,60	25.24%
9	40	80	20,00	\$262	\$16,262	\$3,252	\$13,009,60	33.47%
10	40	80	20,00	\$262	\$16,262	\$3,252	\$13,009,60	33.47%
11	50	100	20,00	\$262	\$20,262	\$4,052	\$16,209,60	41.70%
12	50	100	20,00	\$262	\$20,262	\$4,052	\$16,209,60	41.70%
13	60	120	20,00	\$262	\$24,262	\$4,852	\$19,409,60	49.93%
14	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
15	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
16	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
17	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
18	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
19	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
20	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
21	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
22	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
23	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
24	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
25	70	140	20,00	\$262	\$28,262	\$5,652	\$22,609,60	58.17%
Totals	1,180	2,360		\$6,550	\$288,702	\$95,710	\$382,840	984.92%

25 Years Accumulated Proceeds	\$382,840	39.40% Average Annual Harvest Yields
25 Years Accumulated Proceeds %	984.92%	
Annual Harvest Proceeds	\$15,314	

* Based 0% inflationary price increase in the price per KG. - These 2 countries averages over 1.25% inflation per annum.

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