



COMPANY PROFILE

COMPANY CORPORATE DECK 2025-2026

ABOUT OUR COMPANY

Established in 2015, EXN Lube is a premier lubricant oil manufacturer based in Petaling Jaya, Malaysia. We currently operated in over 10 international markets predominantly in Asia and are continuously expanding to more places.

As a quality-driven organization, we are committed to develop and deliver only the highest quality lubricants to a wide range of industries. In our company, we are dedicated to the production of premium quality lubricants designed to meet the needs of both high-performance and everyday street vehicles.

The prestigious trademark, "EXN - The Lubricant Expert," stands as a testament to our steadfast commitment to excellence in every facet of our operations.



ABOUT OUR SERVICE

We specialize in trading EXN Lube branded oil lubricants for a variety of vehicles, including passenger cars (including 4x4), motorcycles, and heavy-duty machinery.

Our product range includes engine oil, gearbox oil, engine treatment oil, and lubricants for various vehicles and heavy-duty machinery.

This commitment allows us to provide customized solutions that exceed the unique requirements of our valued customers.



OUR HUMBLE BEGINNING

2015

- Established in 2015, company begin commencement of operations in Peninsular Malaysia "through" trading and selling lubricant oil.
- Company's first HQ opened in Petaling Jaya, Selangor. Serve as an information hub and a go-to point for customers to gain a better understanding of the brand and products.



2016 - 2018

- Expand & export lubricant oil to Sabah and Sarawak.
- Awarded Certificate of Achievement for "Zero Engine Oil Run" by Malaysian Motorcycle Association (MMA)
- Sponsored a local badminton team, Kepong FC, highlighting its commitment to supporting the community.
- Company's first incentive trip to China, awarding customers and employee an opportunity to experience a different culture while fostering team-building and motivation.
- Company's first export outside Malaysia (China), marking the first major milestone for the company to further expand its reach into international presence.



OUR HUMBLE BEGINNING

2019 – 2021

- Launching company's newest product range, features the Motios series (motorcycle lubricant oil) and MolyRacing series (premium cars lubricant oil)
- Making debuts in the motorsports industry through sponsoring Malaysia Speed Festival (MSF), a local motorsport event and Max Impact race team, which ultimately became the champion of the event.
- Ventured into the badminton world via sponsoring SBC Young International Juniors Championship 2019
- Underwent a major rebranding process that included the introduction of EXN new logo, highlighting its commitment to innovation and evolution.

2022 – 2023

- Successfully exported its lubricant oil products to over 10 countries.
- Commitment to local motorsports community continues via sponsoring & participating MSF events for the fifth consecutive year.
- Making debut at the TAPA2023 international exhibition expo, marking the company's first participation in trade shows since the COVID-19 pandemic; showcasing EXN Lube products and capabilities to a wider and diverse audience, thus raising awareness of the brand's potential.





MARC EE

APPRECIATION MESSAGE **FOUNDER & CEO**

We're deeply grateful to our customers and partners for choosing EXN Lube as their trusted lubricant oil provider. Your confidence in us fuels our continuous growth and innovation. Our commitment to excellence drives us to consistently deliver high-quality lubricant oils that surpass expectations, while also adapting to meet your evolving needs.

It's an honor to collaborate with a diverse range of industries, from automotive and heavy-duty to marine and industrial sectors. We take pride in contributing to the seamless operation of your vehicles and equipment while prioritizing the highest standards of quality, safety, and environmental responsibility.

Thank you for entrusting EXN Lube with your lubricant oil needs. We're excited to continue our partnership and provide unwavering support to your business for years to come.



OUR VALUES

LEAD THE INDUSTRY, SHAPE THE FUTURE



LUBRICANTS

Our focus is on lubricants and we provide solutions for all issues and applications in this field.



VALUE

We offer our customers technically advanced products that generate added value, with scientific and technological progress serving as a benchmark for our product development.



PEOPLE

Our dedicated corporate culture, along with our loyal and motivated workforce, is the strategic key to our success. Our employees are the foundation of this success.



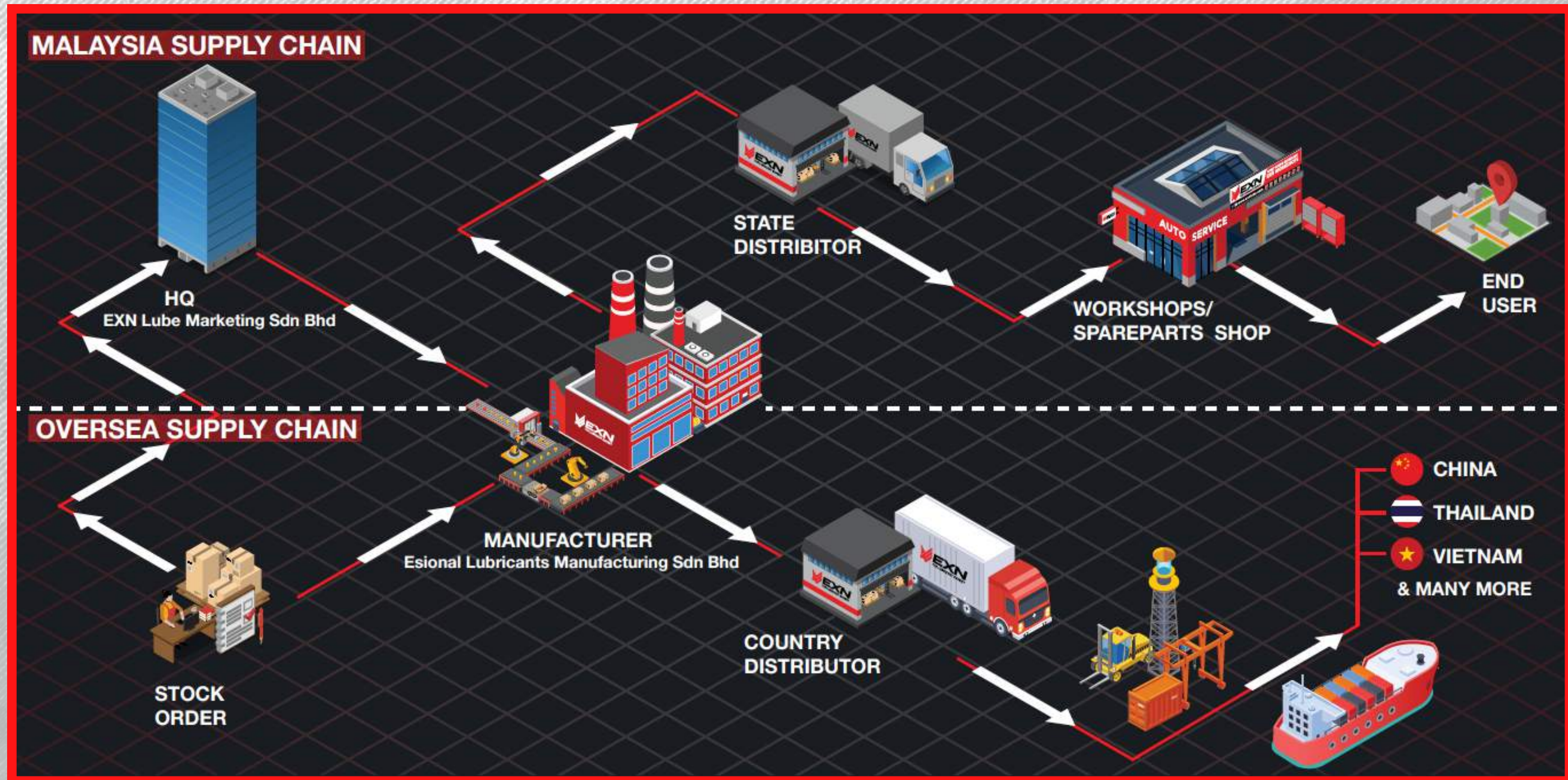
BEHIND THE BRAND

- **Highest Standards** – We adhere to the highest standards of technology and engineering resources.
- **Innovative Line Of Lubricants** – Our innovative line of lubricants delivers unparalleled optimum performance.
- **High-Caliber Lubricants** – Utilizing technological advances, we produce high-caliber lubricants that improve energy output and reduce carbon emissions.
- **Sustainability** – Our products are designed to be efficient, advanced, and environmentally friendly, and we are experts in sustainability within the industry.



OUR BUSINESS MODEL & SUPPLY CHAIN

MALAYSIA SUPPLY CHAIN





EXN LUBE TODAY

EXN LUBE

OUR PRESENCE IN MALAYSIA



In Malaysia, we have more than

700+

workshops, spareparts shops
and retailers across the country



OUR FLAGSHIP STORE

WORKSHOP



SPAREPARTS



EXN LUBE

OUR SUPPLY NETWORK

- 1. South Korea**
- 2. Brunei**
- 3. Vietnam**
- 4. China**
- 5. Hong Kong**
- 6. Macau**
- 7. Tonga**
- 8. Cambodia**
- 9. Singapore**
- 10. Thailand**
- 11. Laos**
- 12. United Arab Emirates**



ONLINE PRESENCE (WEBSITE)



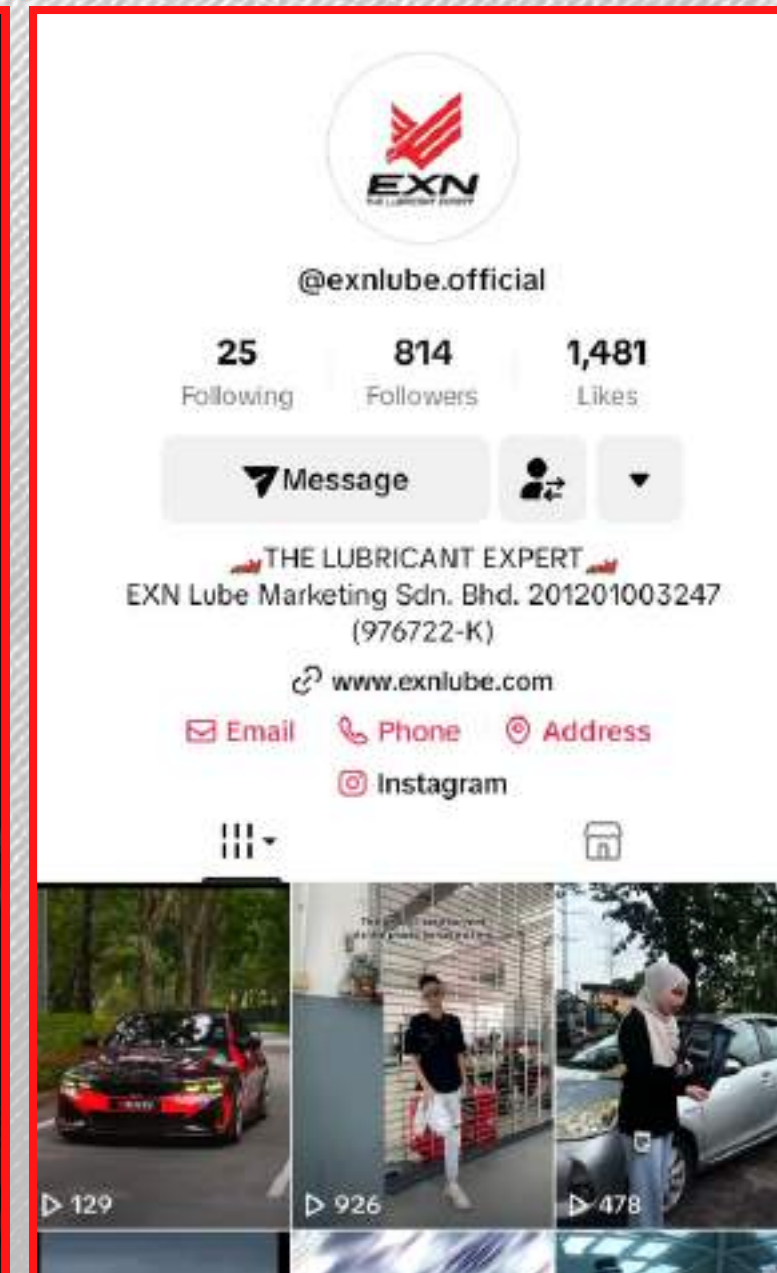
ONLINE PRESENCE (SOCIAL MEDIA)



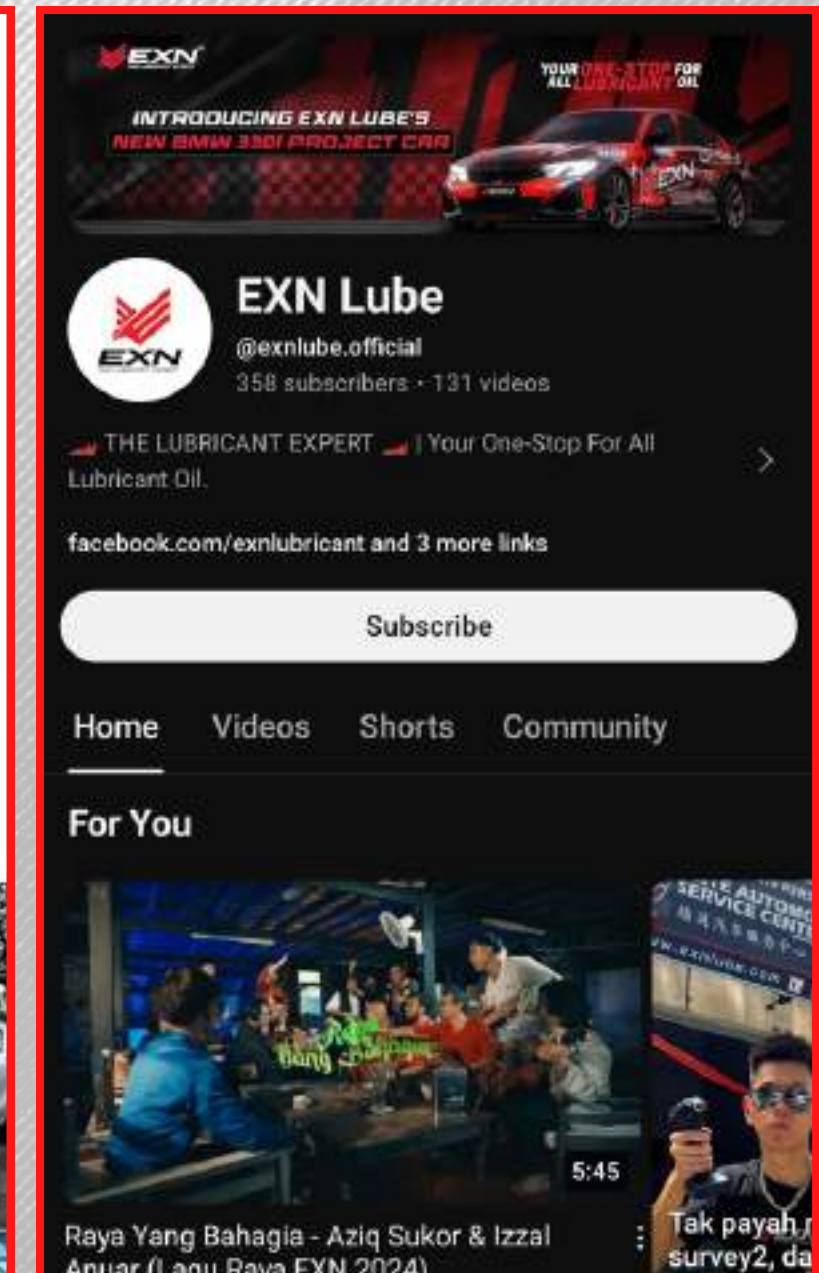
FACEBOOK



INSTAGRAM



TIKTOK



YOUTUBE

OUTDOOR PRESENCE (CAR WRAP)

Beginning of December 2024, EXN Lube is launching a large-scale outdoor branding campaign with 50 cars wrapped in EXN Lube advertisements driving across Klang Valley aims to boost brand visibility, ensuring our presence is not only strong online but also widely recognized on the streets.

These moving billboards showcase our brand in busy areas, highways, and neighborhoods, spreading awareness about our high-quality lubricants. By leveraging mobile advertising, we're bringing EXN Lube directly to our customers, creating continuous exposure and reinforcing our reputation as "The Lubricant Expert."



BRAND COLLABORATION



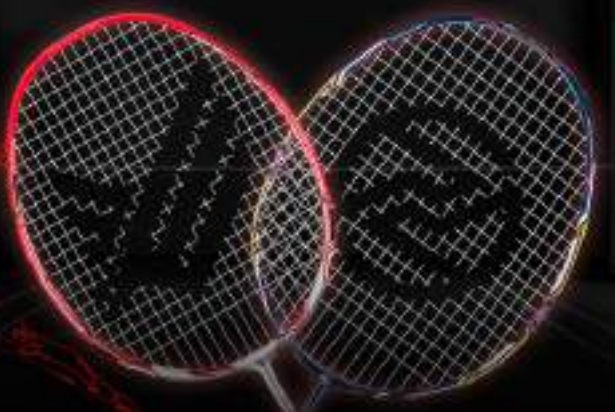
BRAND COLLABORATION



BRAND COLLABORATION

PARTNERSHIP ANNOUNCEMENT

EXN | **PROTECH** XP
THE LUBRICANT EXPERT



EXN Lube and Protech join hands in a visionary partnership, setting the stage for a future where automotive excellence and badminton prowess converge, driven by a shared dedication to fostering innovation, reliability, and sustainability

exnlube.com | EXN Lube | exnlube.official

EXN | **TYPE ONE**
THE LUBRICANT EXPERT | THE PROVEN STABLE BAR

#BuildingTheExcellence

PROJECT COLLABORATION



EXN Lube teaming up with Type One to enhance & upscale car performance. Through combining advanced lubrication technology with innovative stability solutions, we're setting a new heights in automotive excellence.

YOUR ONE-STOP FOR ALL LUBRICANT OIL

exnlube.com | EXN Lube | exnlube.official

EXN | **DUCKIT**
THE LUBRICANT EXPERT | MOTORSPORT

#BuildingTheExcellence

PROJECT COLLABORATION



Introducing the strategic partnership between EXN Lube and Duckit, where precision lubrication expertise meets innovative body kit design to enhance upscale car aesthetics and performance. Through this collaboration, we are setting a new benchmark in automotive excellence, promising a refined and exhilarating driving experience.

YOUR ONE-STOP FOR ALL LUBRICANT OIL

exnlube.com | EXN Lube | exnlube.official

MAJOR COLLABORATION

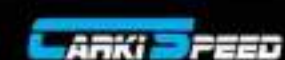


**YOUR ONE-STOP FOR
ALL LUBRICANT OIL**

**INTRODUCING EXN LUBE'S
NEW BMW 330I PROJECT CAR**



REXAGON®



REACHING OUT TO GRASSROOTS KAKAK SAGA

Kakak Saga is a TikTok influencer based in Johor Bahru, Malaysia, who has a keen interest in cars and motorcycles. In addition to discussing body kits, she also shares aspects of her life that revolve around motorsports. EXN Lube has collaborated with her to engage with her fan base and increase brand awareness within her community.

TIKTOK

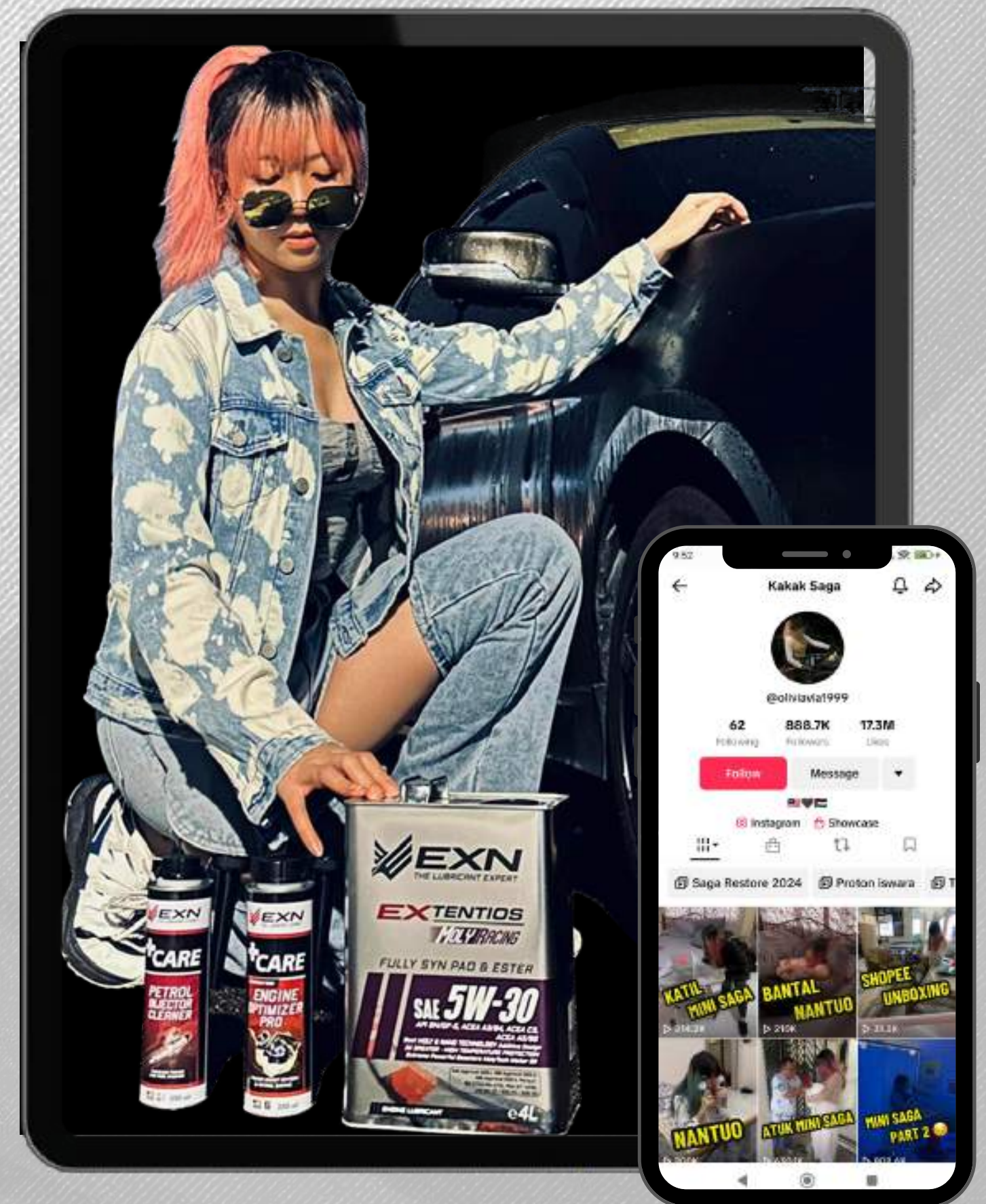
888.7K FOLLOWERS, 17.3M LIKES

FACEBOOK

168K FOLLOWERS

INSTAGRAM

67.4K FOLLOWERS



REACHING OUT TO GRASSROOTS

CRIT ESPORTS

CRIT Esports Malaysia is a hub for CRIT VIP, a professional esports team that specializes in PUBG Mobile. They compete in the A-tier PUBG Mobile Pro League for the Malaysia, Singapore, and the Philippines region, and are part of the top 20 teams in the area. CRIT also is a Lifestyle-Esports brand that creates content aimed at the digital generation. EXN Lube which traditionally a brand that has typically appealed to an older audience, has partnered with CRIT Esports Malaysia to reach out younger audience plus making our brand more appealing to them.

FACEBOOK

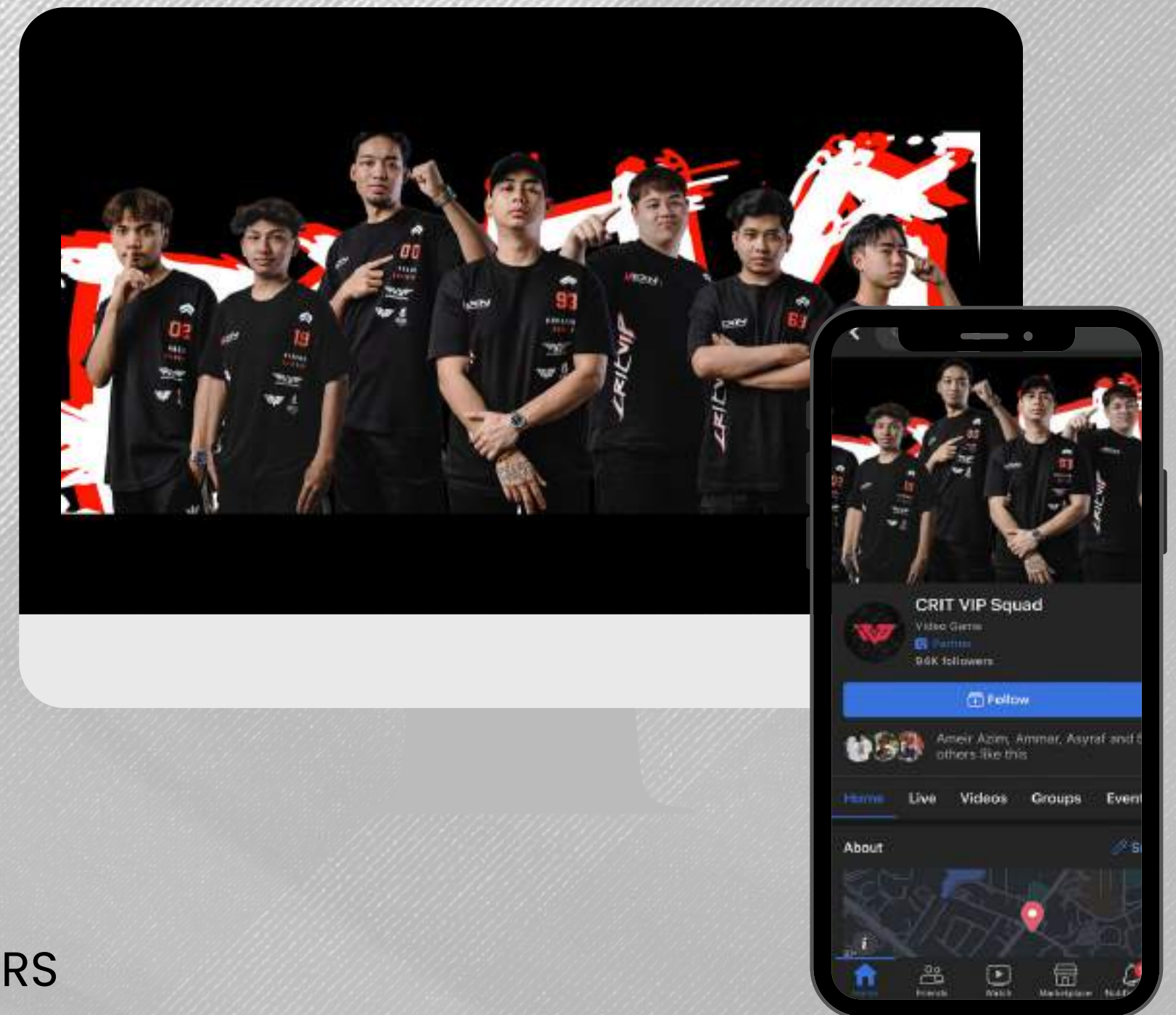
92K FOLLOWERS, 52K LIKES

INSTAGRAM

3.8K FOLLOWERS

TIKTOK

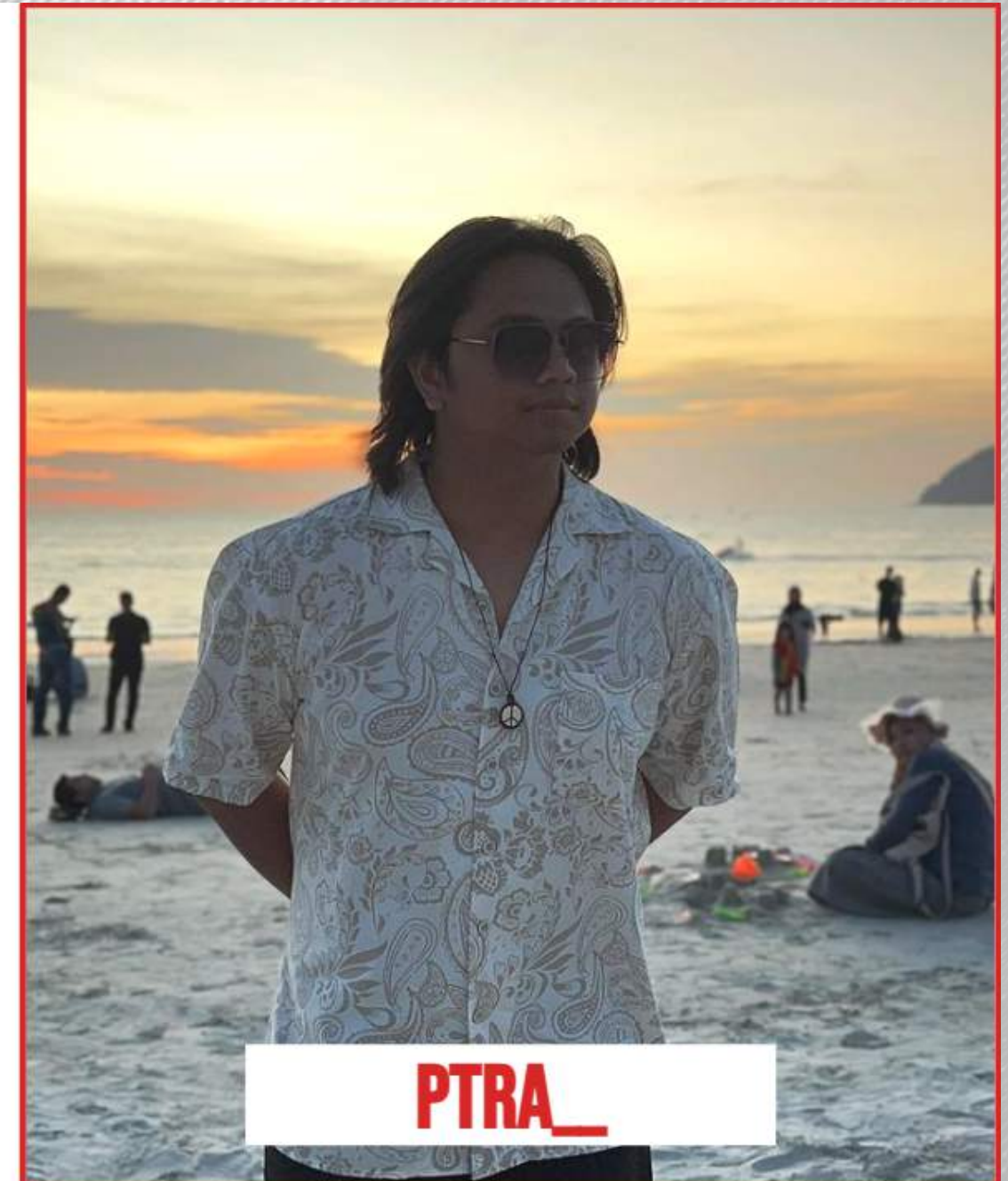
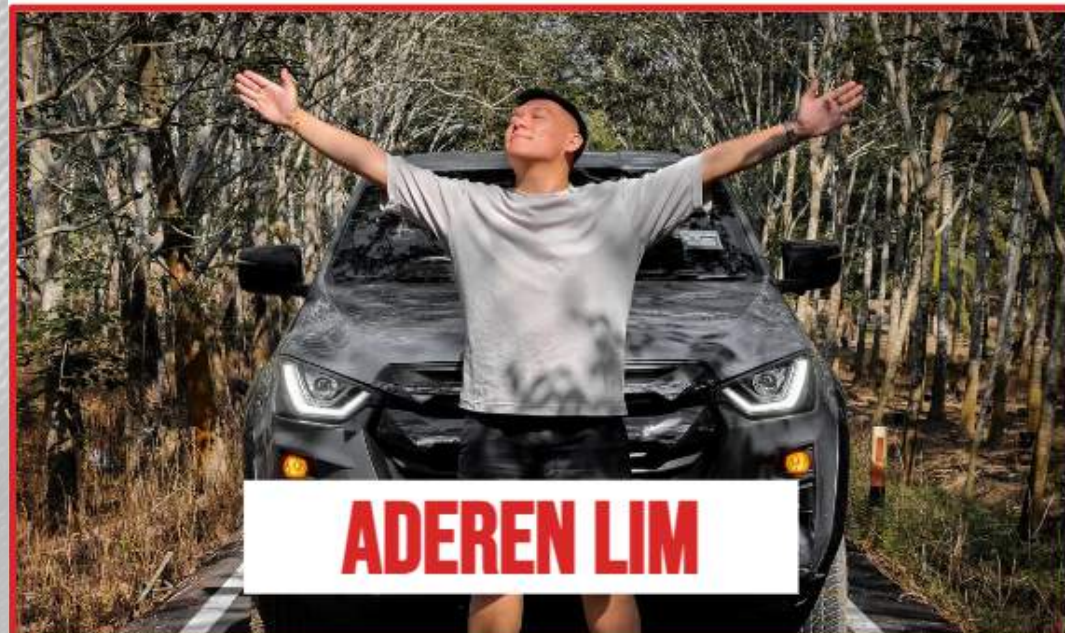
10K FOLLOWERS, 322K FOLLOWERS



REACHING OUT TO GRASSROOTS



REACHING OUT TO GRASSROOTS





**YOUR *ONE-STOP* FOR
ALL *LUBRICANT* OIL**



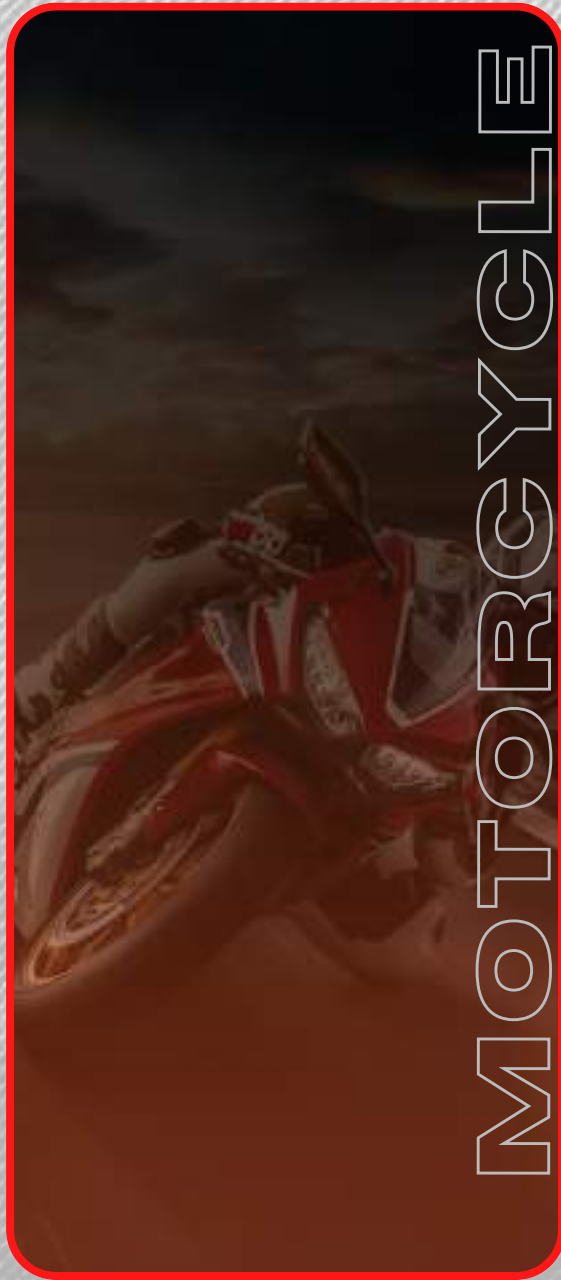
PRODUCT RANGE

THE LUBRICANT EXPERT



CAR

CAR



MOTORCYCLE

MOTORCYCLE



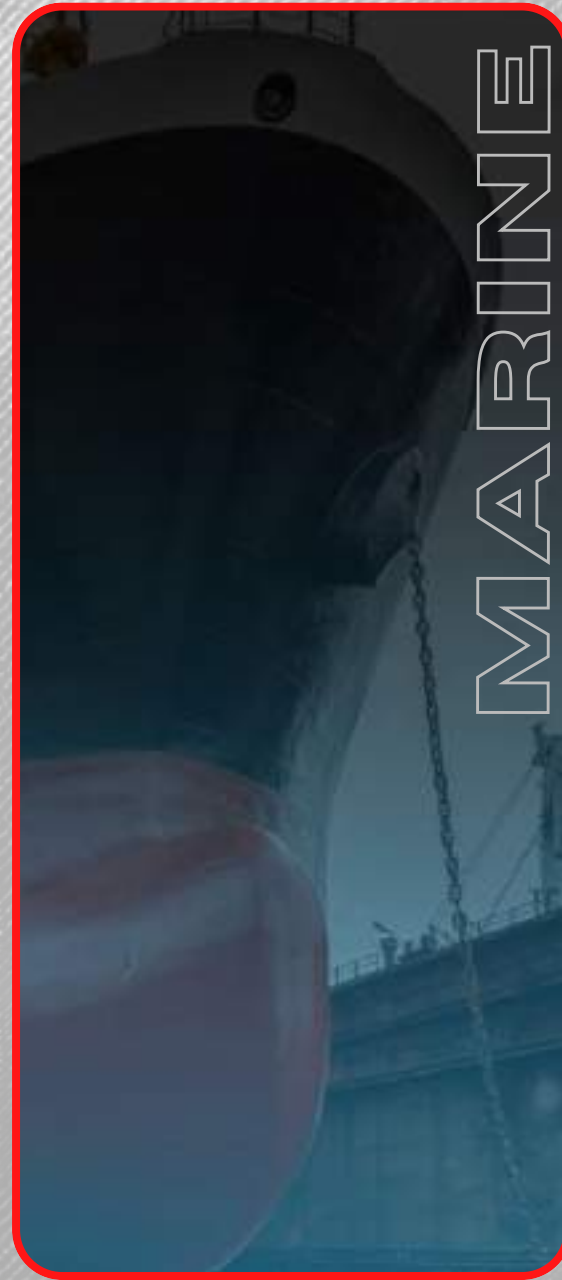
HEAVY DUTY

HEAVY DUTY



INDUSTRIAL

INDUSTRIAL



MARINE

MARINE



GREASE

GREASE

MOLYTECHNOLOGY

MOLYTECH & NANO TECHNOLOGY is rooted in a 60 atom sphere called a "Buckey Ball" that looks like a soccer ball at the atomic level. With conventional lubricant, tiny microscopic asperities on the metal's surface slide against each other and break apart. These asperities can be protected by nanoparticles, which act like billions of ball bearings to fill the gaps and make a more uniform surface on the atomic level.

MOLYTECH & NANO TECHNOLOGY special combine in EXN Engine Oil Additive is the latest technology for protecting and extending the life of your auto engine and oil through mechanical.

MOLYTECH & NANO TECHNOLOGY is ball bearings transform the sliding friction, thereby reducing heat, wear and engine drag. Lower heat helps to extend the life of the oil, and less engine drag increases fuel mileage.



BENEFITS OF MOLYTECH



Cleans out deposits in the piston

Prevents agglomeration of sludge in the oil tank

Forms a film layer to prevent metal friction and anti-wear

Acts as an antifoaming to prevent foaming inside the engine and subsequent water contamination, excessive oil oxidation, rust, and depletion of oil properties

Enhances TBN to prevent erosion in the engine metal caused by acid from combustion.

Enhances viscosity to maintain the oil's viscosity regardless of temperature, which helps to lower the rate of shear and extend the drain interval

Contains nano particles that disperse into curved surfaces to lubricate each part and prevent sludge deposit, resulting in a smoother engine

Contains a tackifier element that causes the oil to stick to metal surfaces even when the engine is running

100KM WITHOUT ENGINE OIL

In 2020, EXN Lube conducted an experiment 100KM WITHOUT ENGINE OIL to showcase the performance of EXN Lube Carios Molytech. The process involved adding the lubricant to a Toyota Vios engine, flushing it out, and then driving from Klang to Rawang via Damansara and back. After the test, the engine remained in excellent condition, with no scratches or damage, proving the effectiveness of the lubricant in extreme conditions.

Video Link: www.youtube.com/watch?v=SZzY5Y4k5sw

THE PLAN:

1. FILL THE ENGINE WITH EXN MOLYTECH
2. DRAIN EVERYTHING
3. DRIVE FOR 100KM



PRODUCTS RANGE

PASSENGER CAR

Our range of engine lubricants has been meticulously formulated to withstand even the most arduous conditions, ensuring peak performance. We take pride in offering an array of engine oil solutions tailored to various form of car types, from commercial cars, diesel cars to high-performance racing engines. Our high-quality engine oils have been crafted with precision and are designed to deliver exceptional fuel efficiency, extend engine life, and provide unparalleled all-weather performance. Our products are engineered to surpass industry standards, offering reliable protection against wear and tear in all seasons.



PRODUCTS RANGE MOTORCYCLE

Our motorcycle lubricants are specifically designed for high output and high temperature motorcycle engines which are created through blending synthetic and petroleum-based oils. Our products excels when comes to clutch engagement, superior engine protection and capable to withstand extreme pressure protection for all types of transmissions. Through our latest technology, our products enhances stability, ensures smooth clutch activation and preventing engine wear over time.



PRODUCTS RANGE HEAVY DUTY

Specialized for the Heavy Duty diesel engines of vehicles blended design for Heavy Truck, Commercial and Farm lubricants that meets and exceed the requirements for major truck and engine manufacturers. It's designed for modern diesel engines operating under severe conditions and heavy loads with superb cold start protection. Therefore, it reduces engine wear & tear significantly and is formulated with advanced additive technology to provide excellent wear protection, soot control and bearing corrosion protection.



PRODUCTS RANGE INDUSTRIAL

Implement in a diverse range of equipment, including hydraulic systems, turbines, compressors, bearings, open and close gears, pneumatic tools and industrial sector. Its purpose is to meet the specific oil requirements ranging from small to mega power plants.



PRODUCTS RANGE

MARINE

Specially formulated with detergent and dispersant properties, these marine lubricants are designed to cater to the needs of fast and stationary diesel engines. They exhibit excellent resistance to oxidation, anti-wear capabilities, and possess favorable alkalinity properties.



PRODUCTS RANGE

GREASE

Specialized lubricant that has been specifically designed for industrial machinery. Our product is engineered to effectively reduce friction and wear between moving parts through the use of a base oil composed of mineral or synthetic. Our grease is comprised of Lithium & Lithium Complex, which ensure its consistency even when exposed to high temperatures and pressure. The additives incorporated into our grease make it an optimal solution for rust prevention, anti-wear purposes, and as an extreme pressure agent. Our products are well-suited for use in high-speed machinery, high-temperature environments, or any area where contamination is a concern. Common applications include use in automotive and industrial bearings, gears, and sliding surfaces. Its enduring lubrication helps to ensure machinery performance and longevity while minimizing friction and safeguarding against damage and wear.

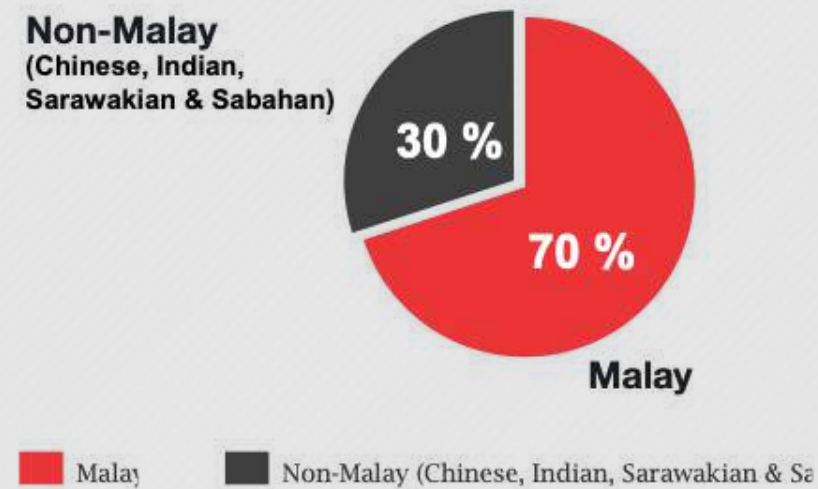




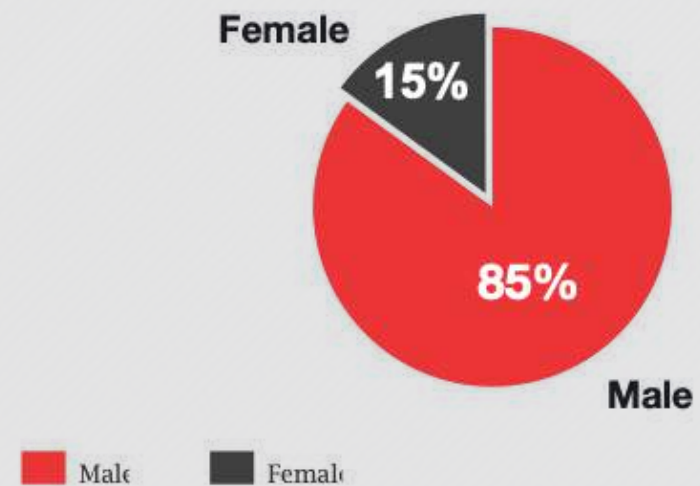
TARGET MARKET

OUR AUDIENCE

Ethnicity



Age group



Location

Mainly situated in urban cities like
Ipoh, Johor Bahru, Klang Valley, Kota Kinabalu



WAYS AUDIENCE KNOWING US

HOW DID CUSTOMER KNOW EXN LUBE?

- Network of workshops and spare part shops, identified through branded signboards
- Promote through word-of-mouth by shop owners
- Cross brand collaboration with partners
- Building up online presence through website, social media & content creation
- Participating various outdoor events, including automobile motorsports and non-automobile events
- Sponsoring racing teams participating in automobile motorsports events
- Participating in corporate and industrial business events
- Partnering with influencers (Kakak Saga) & esports teams (CRIT VIP Esports)
- Billboard advertising



BRANDING & EVENTS

EXN X MSF

MORE THAN JUST PARTNERSHIP

Malaysia Speed Festival a.k.a MSF is a local Motorsports Association of Malaysia (MAM)/International Automobile Federation (FIA)-sanctioned racing championship which aims to promote grass roots as well as the general motorsport scene in Malaysia.



2017

MSF Racing 2017 Championship – Sponsoring
our first racing team, Max Impact



2018

MSF Fap Master – Sponsoring our first
motorsports automobile event



2019

MSF Series – Becoming Official Partner

EXN X MSF

MORE THAN JUST PARTNERSHIP

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2020

MSF Superturismo, MSF Cyberturismo &
SuciMuci Motorsports

2021

MSF Superturismo, MSF Supermoto &
SuciMuci Motorsports

2022

MSF Superturismo, MSF Touge, MSF Merdeka
Race & SuciMuci Motorsports

EXN X MSF

MORE THAN JUST PARTNERSHIP

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2023

MSF Superturismo, MSF Cyberturismo & SuciMuci
Motorsports



2024

MSF Superturismo, MSF Cyberturismo, MSF Merdeka Race
& SuciMuci Motorsports

EXN X MSF

MORE THAN JUST PARTNERSHIP

Malaysia Speed Festival a.k.a MSF is a local Motorsports Association of Malaysia (MAM)/International Automobile Federation (FIA)-sanctioned racing championship which aims to promote grass roots as well as the general motorsport scene in Malaysia.



EVENT PARTICIPATION (2019-2020)

2019



**Automechanika Dubai
(June)**



**MIAPEX
(October)**



**SBC Young International
Badminton (December)**

2020



**Bagan Specialist Centre Fun Run
(January)**



**Tawau Drift
(January)**



**PortBike Motoday Kedah
(February)**

EVENT PARTICIPATION (2021-2022)

2021



Suzhou GT Show
(June)



EXN GT Circuit
(October)



2022



EXN GT Circuit
(February)



Velocity Motor Show
(March)



EXN X50 Series
(June)

EVENT PARTICIPATION (2023-2024)

2023



**Da Nang Incentive Trip
(March)**



**32nd SEA Games Cambodia
Traditional Boat Race (June)**



**IAM-MIME
(October)**

2024



**Taipei AMPA &
Autotronics Taipei (April)**



**Malaysia Autoshow
(May)**



**MIMS Automobility Moscow
(August)**

LAUNCHING OF EXN LUBE'S NEW BMW 330I PROJECT CAR (NOVEMBER 2024)



EVENT PARTICIPATION (2024-2025)

2024



**Automechanika Shanghai
(December)**



**Automechanika Dubai
(December)**



**Razer Racing Autoshow
(December)**

2025



**Phu Quoc Incentive Trip
(April)**



**Retro Havoc 2025
(May)**



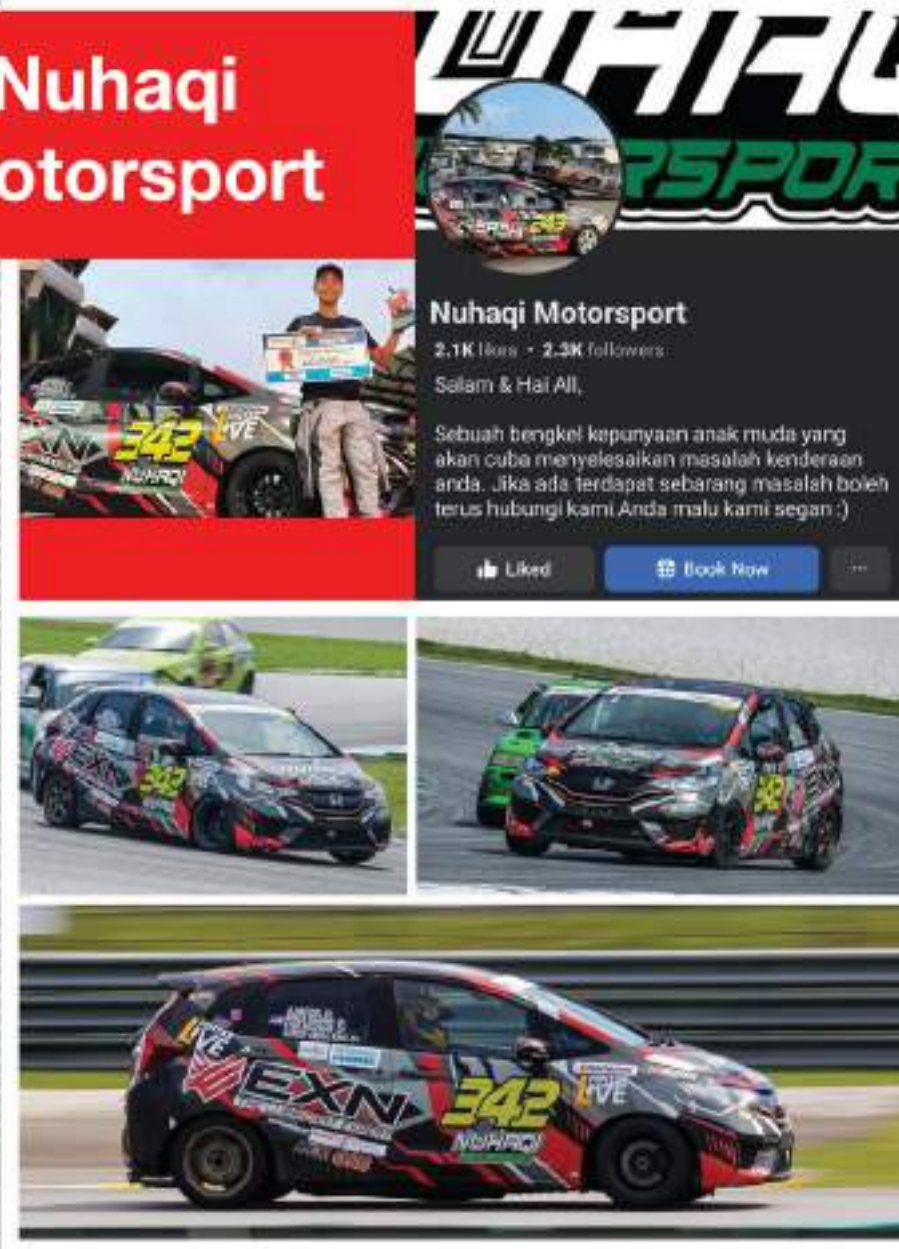
**Malaysia Cub Prix
(June)**

EXN LUBE RACING TEAM

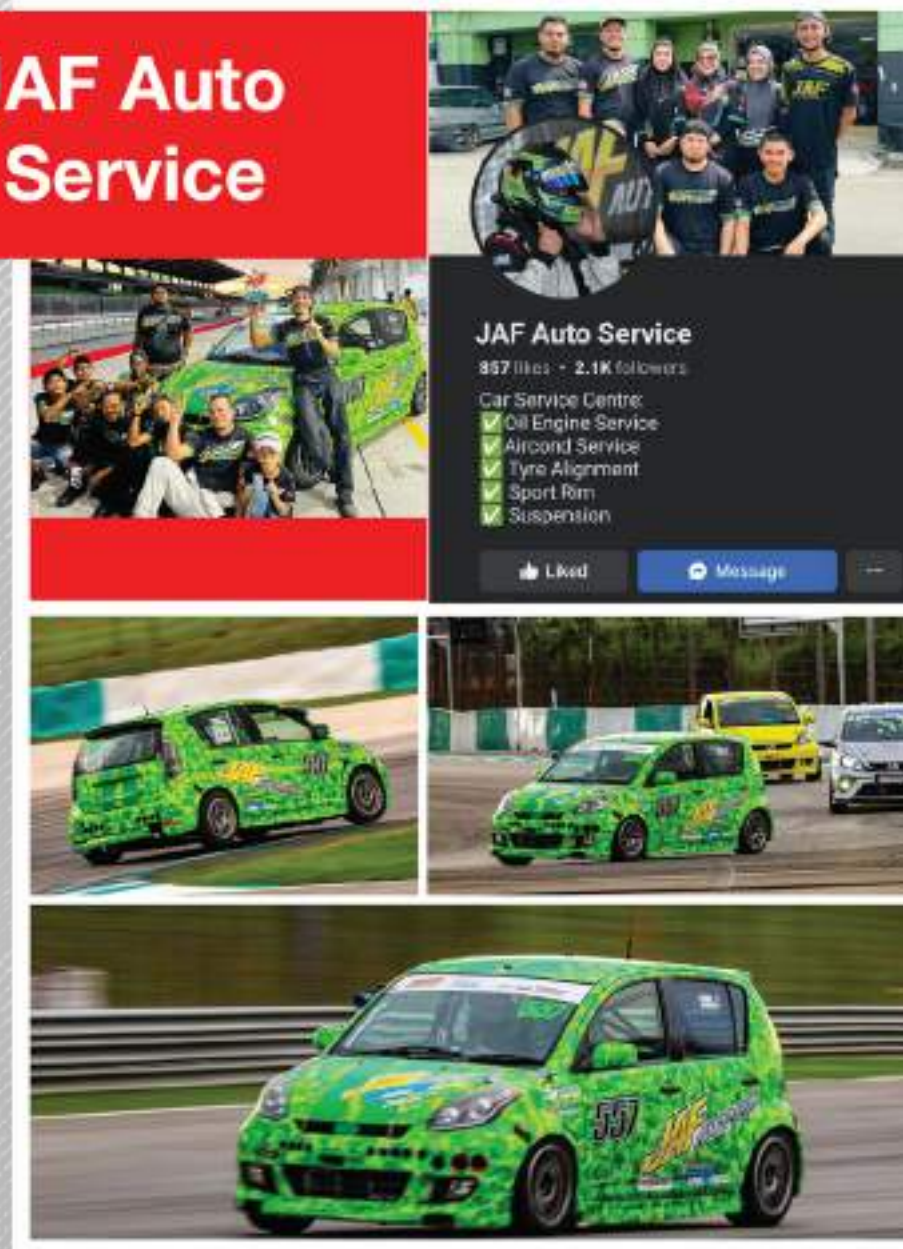
Sucimuci Motorsport



Nuhaqi Motorsport



JAF Auto Service



EXN LUBE INCENTIVE TRIP



EXN LUBE INCENTIVE TRIP





AWARDS & CERTIFICATE

AWARDS & CERTIFICATE



ISO 9001 | ISO

Help ensure that lubricating oils are properly matched to the needs of the equipment, which can help extend equipment life, reduce maintenance costs, and prove performance.



Engine Oil Licensing and Certification System EOLCS

Lubricant specifications that are widely used in Europe and beyond, ensuring that lubricants meet the necessary quality and performance criteria for use in European-made vehicles



American Petroleum Institute | API
Development and implementation of world-wide standards for lubricating oils used in the oil and gas industry



Society of Automotive Engineers | SAE
Development and implementation of viscosity standards for lubricating oils



European Automobile Manufacturers' Association (ACEA) | EELQMS

Lubricant specifications that are widely used in Europe and beyond, ensuring that lubricants meet the necessary quality and performance criteria for use in European-made vehicles



Japanese Automotive Standards Organization JASO

Setting technical standards, ensuring the quality and performance of automotive lubricants in Japan and around the world.

AWARDS & CERTIFICATE

ILSAC
GF-1, GF-2, GF-3, GF-4, GF-5

**International Lubricant Standardization
and Approval Committee | ILSAC**
Develops and maintains performance standards
for passenger car and light-duty truck engine oils
used in gasoline engines.

DAIMLER

DAIMLER
Complies with the requirement of
Mercedes-Benz specifications.

VOLVO

VOLVO
Complies with the requirement of
Volvo specifications


AmAssurance

**AmAssurance
Product Liability Insurance**
Provides coverage for users in the event of
any product-related damages or injuries.



THANK YOU



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