

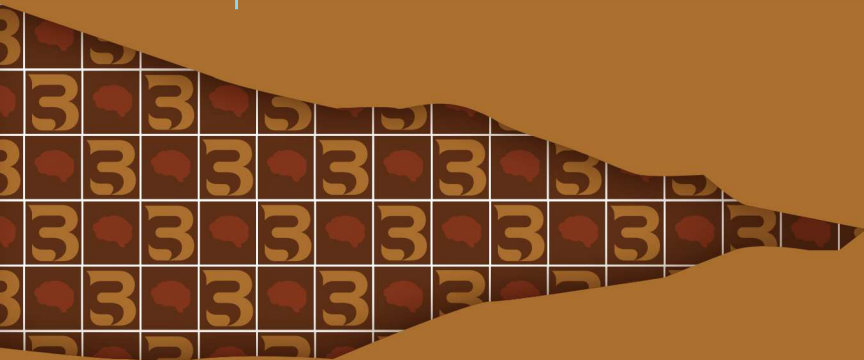


# Company Profile **20 24** BrainStory

healthy  
food  
alternatives.

brain  
functional  
food.

“ we bring  
*the best*  
of nature  
to you. ”





Stand for

**“Otak Cantik Otak Cerdik”**

**Vision** To be the leading global brand in functional, nutritious, and healthy food & beverage products by 2026, setting the standard for quality, innovation, and well-being.

**Mission** To be a trusted and respected provider of nutritious and healthy food and beverage options, delivering consumers globally with high-quality, wholesome choices designed to support a healthier lifestyle every day.

**Be a market leader by**

**2026**

**as a**



**Healthy Food &  
Beverages Products**

# Table of Content

<b>01</b>	Our Journey _____	1-2
<b>02</b>	Organization Structure _____	3
<b>03</b>	Products _____	4-6
<b>04</b>	Collaborations _____	7-10
<b>05</b>	Media Appearances _____	11
<b>06</b>	Awards and Recognitions _____	12-13
<b>07</b>	Company Registrations _____	14
<b>08</b>	Halal Certification _____	15-16

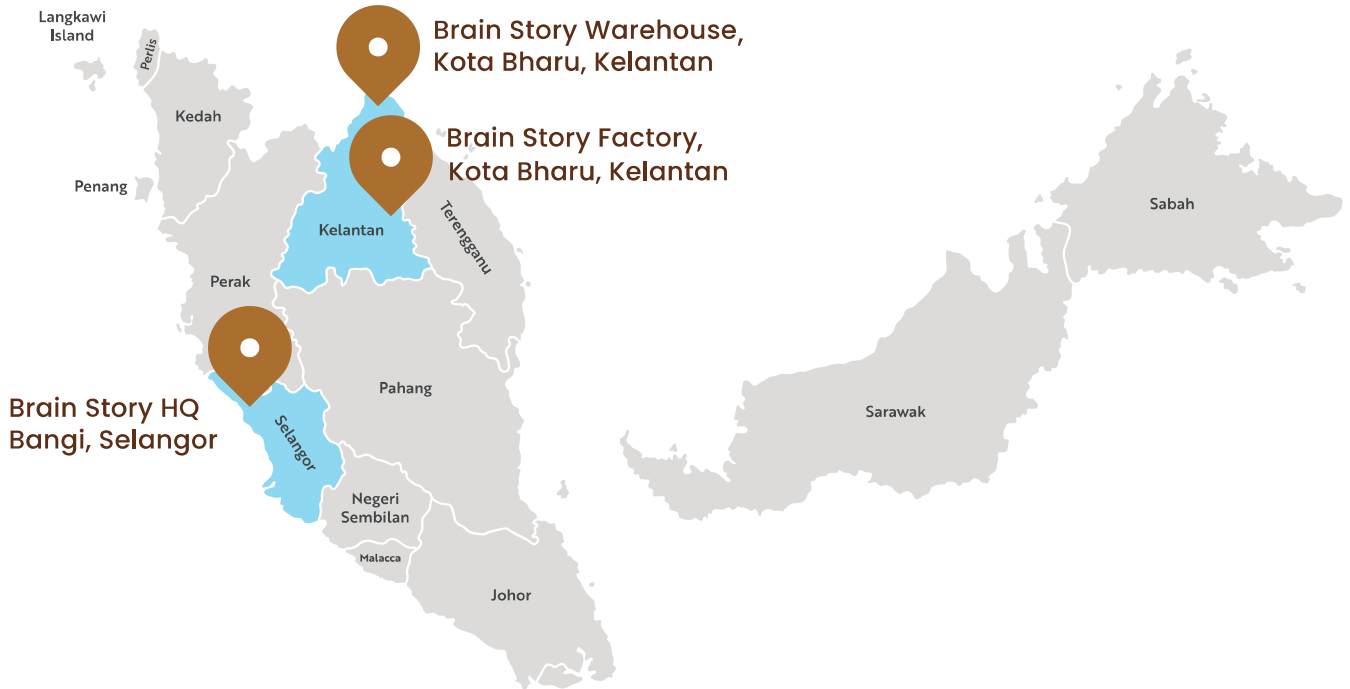
# Our Journey

Brain Story Sdn Bhd was founded to transform health through purposeful, nutritious food choices. In an era of rising lifestyle-related health challenges, we recognised an urgent need for nourishing alternatives that support both body and mind. This vision began to take shape in 2018 when Dato' Dr. Rizal Abu Bakar crafted a unique dark chocolate drink for his children, carefully designed to boost cognitive health and learning. This creation brought positive change to his family and sparked a broader mission—to share these benefits with families worldwide through the OCOC brand.

Today, OCOC has become a trusted name, delivering nature's best ingredients into homes across Malaysia and beyond. Our extensive range of over 40 meticulously crafted products spans seasonal and perennial favourites, all designed with the same dedication to quality and wellness. Brain Story remains deeply committed to supporting a global community that values health-conscious choices, providing high-quality options for individuals and families seeking to live better.

Our journey is sustained by a growing network of dedicated agents across Malaysia and the wider region, who are essential partners in our mission to make nutritious living accessible to more people. Each agent represents our vision, spreading the importance of healthy lifestyle practices and bringing us closer to a future where balanced nutrition is embraced in households worldwide.

Guided by this commitment, OCOC continually expands its reach, pushing the boundaries of quality and innovation in nutrition. We are passionate about creating a positive impact, fostering a culture of wellness, and empowering individuals to make healthier choices every day. At Brain Story, our journey is ongoing, fueled by the belief that good health is the foundation for a better future—one nutritious choice at a time.



# Organization Structure

## Top Management

The Leader



**DATO' DR RIZAL  
ABU BAKAR** (DSPN)  
Chief Vision Officer

The Leader



**FAROOK NASAR**  
Deputy CEO & HR, Finance and  
Purchasing

The Leader



**ZAMZAM ZAINUDDIN**  
Operation & Warehouse

The Leader



**RAMZUL NASRI AZMA  
ISMAIL**  
Operational Excellence

The Leader



**MUHAMMAD ILHAM**  
Senior Manager

# Products

At Brain Story Sdn Bhd, our core product range is thoughtfully crafted to meet the needs of health-conscious consumers year-round. Leading our selection are non-seasonal essentials like Vegan OCOC, a nourishing plant-based beverage; Coco OCOC, a dark chocolate drink that contains ginkgo biloba that has been associated with improved cognitive function and memory enhancement; and Dacoff, a balanced coffee alternative designed for everyday enjoyment.

In addition to these beverages, we provide health and personal care products tailored to support daily hygiene and wellness. Our Probiotic Toothfoam promotes oral health with a gentle yet effective formula to maintain a balanced microbiome and fresh breath. Meanwhile, our Hand Sanitiser offers powerful cleanliness without drying or compromising skin quality, making it suitable for frequent use.

Our seasonal offerings include nutrient-rich Granola Cubes and Ajwa Aaliyah Truffles, a luxurious combination of Ajwa dates and premium ingredients for convenient, nutritious snacking. These products embody our commitment to consistent quality and wellness, ensuring that Brain Story Sdn Bhd brings daily trusted, sustainable, and health-focused solutions to global consumers.

Laboratory tested by:



UQT/000014/09/19

SGS

## #NONSEASONAL

### DRINKS



Vegan OCOC



Coco OCOC



Dacoff



## HEALTHY COOKING



Mee Kari Nyonya



Turmeric Flat Ramen  
with Blue Crab Curry



Sourdough  
Pumpkin Noodles



Ni Lagi Sedap

## SNACKS



Chickpeas Snack



Barley Flakes



Dark Chocolate  
Brownies



Granola Bar

## SWEETENERS



Coconut Sugar & Nectar



Multifloral Honey

## HEALTH CARE



Probiotic Toothfoam

## MCT OIL



MCT Oil

# #SEASONAL



Medjoul  
Jumbo



Frozen  
Balah Dates



Cocoa  
Powder



Hand  
Sanitizer



Medjoul with  
Dark Chocolate



Granola  
Cube



Ajwa Aaliyah  
Truffles

# Collaborations

OCOC actively pursues strategic collaborations to foster growth and innovation. Our partnership with Neuroversity exemplifies our commitment to enhancing networking opportunities while building knowledge and skills. By engaging with reputable brands, we aim to create synergies that benefit our agents and enrich the wider business community.



## Agents and Training

Over the past year, OCOC has experienced significant growth, doubling the number of new agents. Recognising each agent as a vital business partner, we are dedicated to their continuous development through comprehensive training and coaching. Our online platform, OCOC University, provides agents with essential resources to deepen their product knowledge and refine their business skills. The university offers a variety of modules focused on critical areas such as product knowledge, marketing, and sales techniques.

In addition to this, we offer holistic training programs tailored to meet diverse objectives. The Kickstart program equips agents with foundational skills for success, the Platinum program focuses on advanced strategies for high-level performance, and the Bold program inspires agents to adopt innovative business practices.



### **Business Associate**

Our Business Associate program is designed to cultivate essential leadership skills, ensuring our agents are equipped to manage teams effectively and drive success.



### **Entrepreneurial Skills**

The Entrepreneur program empowers agents to manage their businesses efficiently while enhancing their marketing capabilities.



### **Apprenticeship Program**

The Apprentice initiative supports new agents in managing their businesses effectively, providing essential guidance and resources.



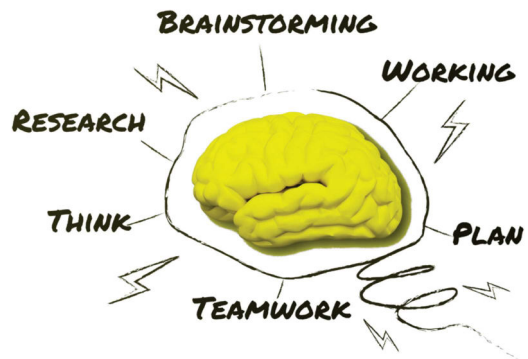
### **Orientation**

The We Love OCOC orientation program welcomes new agents, helping them to successfully embark on their business journey and laying a solid foundation for future success.

OCOC remains committed to nurturing a dynamic community of empowered agents prepared to excel in a competitive market through these collaborative efforts and dedicated training initiatives.



**BOOTCAMP 2021:  
RESET FOR BETTER FUTURE**



# *agents* and training





**AGENT TEAM BUILDING : RESET, REENERGIZE, REPURPOSE**



**AGENT TOUR WITH DR RIZAL (JAN - FEB 2022)**



# Media Appearances

OCOC has been featured across major media platforms, enhancing our visibility and credibility in the industry. Our television appearances on RTM TVI, Bernama TV, TV Alhijrah, and TV3 have allowed us to share our mission and insights with a broad audience.

In print, our coverage in Sinar Harian has extended our reach to diverse readers. At the same time, radio features on Ikim, Klasik Nasional, and Suria FM have connected us with communities through engaging broadcasts.

These media engagements showcase our dedication to transparency, community impact, and our role as a trusted industry leader, reinforcing OCOC's presence and commitment to excellence.



# Awards and Recognitions

We're honoured to receive recognition for what we're passionate about creating nutritious, family-friendly products. In 2023, OCOC was awarded Best Healthy Breakfast for Family by the BabyTalk Mama Papa Awards. OCOC won the Reader's Choice Award in 2020 and 2021, recognised for Best Organic Product for Mothers and Best Nutrition for Kids. These awards drive us to keep delivering the best, ensuring our products continue to support health and wellness for families everywhere.



WINNER OF  
READER'S CHOICE AWARD 2020  
*Best Organic Product for Mothers*



WINNER OF  
READER'S CHOICE AWARD 2021  
*Best Nutrition for Kids*



WINNER OF  
MAMA PAPA AWARDS 2023  
*Best Healthy Breakfast for Family*




# Awards and Recognitions




# Company Registration

CERTIFIED TRUE COPY



**SURUHANJAYA SYARIKAT MALAYSIA**  
COMPANIES COMMISSION OF MALAYSIA  
(Agensi di bawah KPNK)



Zahrah Abd Wahab  
Company Secretary (LS007996)

**AKTA SYARIKAT 2016** [Seksyen 17]  
(AKTA 777)


**PERAKUAN PEMERBADANAN  
SYARIKAT PERSENDIRIAN**

Dengan ini diperakui bahawa

**BRAIN STORY SDN. BHD.**  
(1280986-W)

pada dan mulai dari 22 haribulan Mei 2018 telah diperbadankan di bawah Akta Syarikat 2016, dan bahawa syarikat ini adalah sebuah syarikat berhad menurut syer dan bahawa syarikat ini adalah sebuah syarikat persendirian.


Bertarikh di **KUALA LUMPUR** pada 22 haribulan Mei 2018.



**DATO' ZAHRAH ABD WAHAB FENNER**  
PENDAFTAR SYARIKAT  
MALAYSIA

ID pengguna : unit3ch

Tarikh : Wed May 23 15:18:52 +08 2018



Tarikh Cetakan : 23-05-2018

Salinan sijil ini diperolehi melalui Perkhidmatan SSM e-Info sehingga 23-05-2018 15:18:52  
MENARA SSM@SENTRAL, NO. 7 JALAN SENTRAL 5, KUALA LUMPUR SENTRAL, 50478 KUALA LUMPUR.  
Tel: 03-2299 4400 Fax: 03-2299 4411

# Halal Certification

Rujukan / Reference : MPPHM (Domestik) 2020  
No. Standard / Standard No. : MS 1500:2019



A202919

**KERAJAAN MALAYSIA  
GOVERNMENT OF MALAYSIA**

## Sijil Pengesahan CERTIFICATE OF AUTHENTICATION **HALAL**

*Adalah dengan ini diperakukan: It is hereby certified that:*

1. KOKO PRACAMPURAN COKLAT GELAP DENGAN SUSU KAMBING

*yang dikeluarkan / diedarkan / dituruskan oleh: Manufactured / distributed / managed by:*

**BRAIN STORY SDN BHD**  
B6-5, BLOK HELIKS EMAS,  
UKM-MTDC,  
43600, BANDAR BARU BANGI  
SELANGOR

*telah mematuhi hukum syarak dan Standard Halal Malaysia dan diluluskan oleh Panel Pengesahan Halal  
has complied with Islamic Law and Malaysian Halal Standard and approved by Halal Certification Panel of*

**JABATAN HAL EHWAL AGAMA ISLAM NEGERI KELANTAN  
KOMPLEKS ISLAM DARULNAIM, KOTA BHARU**

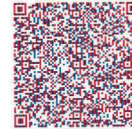
**No. Ruj: / Ref No. :**  
JAKIM.700-2/3/1 150-07/2020  
**Tarikh dikeluarkan / Date of issue :**  
16 September 2023  
**Sah Sehingga / Valid until :**  
15 September 2025  
**Tarikh awal pengeluaran / 1st date of issue :**  
16 April 2021

Ketua Pengarah / Director General  
**DATUK HAJAH HAKIMAH BINTI MOHD YUSOFF**  
JABATAN KEMAJUAN ISLAM MALAYSIA  
DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA



# Halal Certification

Rujukan / Reference : MPPHM (Domestik) 2020  
No. Standard : MS 1500:2019  
Standard No.



A202912

**KERAJAAN MALAYSIA**  
**GOVERNMENT OF MALAYSIA**

## Sijil Pengesahan CERTIFICATE OF AUTHENTICATION **HALAL**

*Adalah dengan ini diperakukan: It is hereby certified that:*

1. COCONUT SUGAR/GULA KELAPA
2. KOKO PRACAMPURAN COKLAT GELAP DENGAN SANTAN

*yang dikeluarkan / diedarkan / diuruskan oleh: Manufactured / distributed / managed by:*

**BRAIN STORY SDN BHD**  
B6-5, BLOK HELIKS EMAS,  
UKM-MTDC,  
43600, BANDAR BARU BANGI  
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**KOMPLEKS ISLAM DARULNAIM, KOTA BHARU**


**No. Ruj: / Ref No. :**  
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Ketua Pengarah / Director General  
**DATUK HAJAH HAKIMAH BINTI MOHD YUSOFF**  
JABATAN KEMAJUAN ISLAM MALAYSIA  
DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA







BrainStory

# Company Profile 20 24



 **BRAIN STORY SDN. BHD.** (1280986-W)  
B6-5, Blok Heliks Emas, UKM-MTDC,  
Jalan Bangi, 43600 Bangi Selangor,  
MALAYSIA

 Office : +603-8927 5750  
 Corporate Hotline: +6019-429 0129  
 [itrade@brainstory.my](mailto:itrade@brainstory.my)  
 [www.ococ.store](http://www.ococ.store)