

MAFAR

Bringing Happy & Good Doctors Forward



MAFAR is a healthcare group building Malaysia’s most trusted clinic ecosystem.

We bring together operations, training, technology, media and shared support services, so doctors can focus on care while we carry everything else.

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WELCOME NOTE FROM THE CHAIRMAN

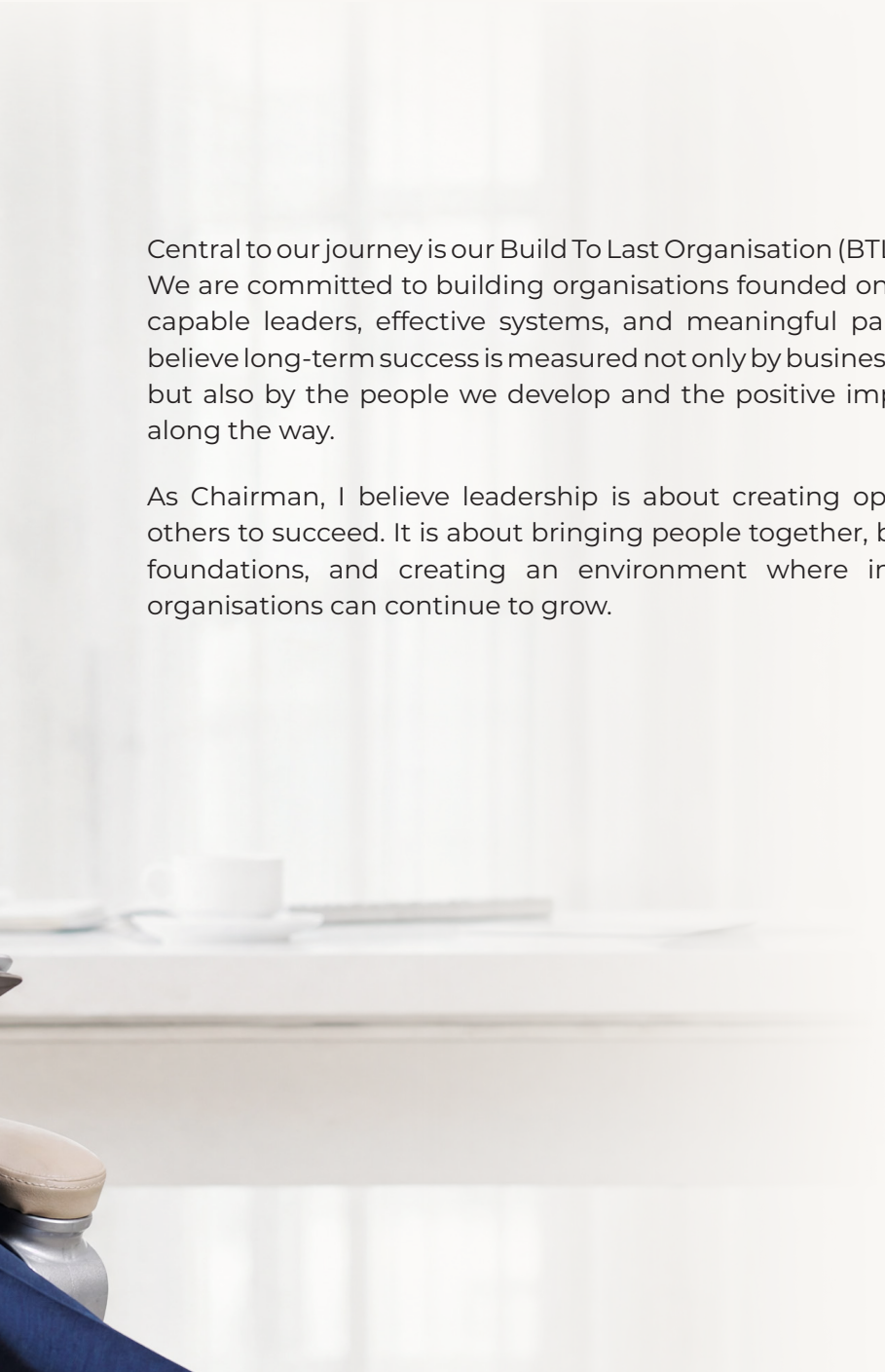
DR ARIEFFAHMI ABD RAZAK

At MAFAR, we believe sustainable growth is built through trust, strong partnerships, and a shared commitment to creating meaningful value.

When MAFAR was founded, our vision was not simply to build another company. We set out to build an ecosystem where healthcare professionals, entrepreneurs, strategic partners, and communities can grow together.

Today, MAFAR continues to grow by integrating Bricks, People, Community, Business, and Technology. Whether through healthcare, education, media, or digital innovation, every initiative is guided by one purpose, which is to create long-term value for the people and organisations we serve.





Central to our journey is our Build To Last Organisation (BTLO) philosophy. We are committed to building organisations founded on strong values, capable leaders, effective systems, and meaningful partnerships. We believe long-term success is measured not only by business performance, but also by the people we develop and the positive impact we create along the way.

As Chairman, I believe leadership is about creating opportunities for others to succeed. It is about bringing people together, building strong foundations, and creating an environment where individuals and organisations can continue to grow.

This is only the beginning. Beyond business, we aspire to contribute to society through knowledge, leadership, service, and collaboration. With the support of our people, partners, and stakeholders, we remain committed to growing responsibly, creating meaningful value, and building an organisation that will stand the test of time.



Dr Arieffahmi Abd Razak

Chairman, MAFAR Group



GROUP CEO'S STATEMENT

MOHD ASHRAF MOHD IDRIS

I joined MAFAR because I wanted to build something that lasts. Not another project that scales for a few years then fades, but an organisation that outlives its founders and keeps serving long after we are gone.

I could have joined a normal multi chain clinic operation. That path is well understood, but the world does not need another chain. It needs something more useful. An ecosystem where healthcare is not solved by one clinic at a time, but by an entire system working together across technology, human capital, finance, education, brand, and community.

That is where Malaysia's real gap sits. We do not have a doctor problem. We have a management problem. Brilliant physicians run clinics that struggle, not because they cannot heal, but because no one taught them how to run a business. That is where health literacy breaks down at scale, not just in patients but in the system itself.

MAFAR's answer is Integrated Innovative Business Smart Solutions, which we call IIBSS. It is a full stack of operational discipline that lets doctors focus on what they trained for. We build the HR function that hires the right people, the finance function that stays honest, the marketing that reaches the right patients, the technology that improves efficiency and elevates patient care, the academy that grows them as leaders and the studio that tells their story.

But systems alone do not build lasting organisations. Culture does. From day one, we chose to build MAFAR on Soul to Soul Partnership rather than ego to ego. We work with love, energy and happiness as our foundation because we believe how we build matters as much as what we build. Our people carry a single standard we call P ACBD, which stands for purpose, ability, believability, connection, and dependability. It shows up in how we treat each other, how we serve doctors and how we show up for patients who trust us with their care.

Our long term goal is Project 555, which is 50 partners, 500 clusters and 500,000 families served. Ambitious by design, because Malaysia deserves a healthcare ecosystem owned by doctors, driven by community, and built to last.

To doctors reading this, if you are tired of building alone, we are building something you can be part of. Whatever the structure looks like, whether partnership, acquisition, franchise, or something new, the foundation stays the same. Trust, purpose, and values that hold when things get hard.

We are not in a hurry. We are in it for the long game, and the long game starts with people who share the same soul.

Come and see for yourself.



Mohd Ashraf bin Mohd Idris

Group CEO, MAFAR Group

MAFAR GROUP
ORGANIZATION CHART



Dr Arieffahmi Abd Razak
Chairman



Mohd Ashraf Mohd Idris
Group Chief Executive Officer



Dr Nur Syazana Mohamad
Special Officer to GCEO



Ahmad Harits Mohd Zamrin
Chief Strategic Officer



Al Jazzura Khan
Chief People Officer



Syazwan Hazim
Chief Marketing Officer



Azlin Ariff
HOD Human Resources



Ahmad Nabil
Sr. Acc Exec

MAFAR Healthcare



Dr Amir Izzudin
COO



Dr Ghazali Md Nor
CEO



Dr Mus'ab
CMSO

MAFAR Academy



Al Jazzura Khan
Advisor



Mohd Izwan
GM

MAFAR Tech



Azri Rosli
CTO



Dr Ilyas
CBDO

MAFAR Media



Fakhrur Radzi
CEO



Suhail
COO



Mohd Ashraf Mohd Idris
Group Chief Executive Officer
Director
Mafar Group

- MBA in Entreprenuer & Innovation, UKM.
- Degree in Finance, UiTM.
- Managing Director, Poliklinik An-Nur @ Paka.
- 5+ years in healthcare management & business strategy.



Dr Arieffahmi Abd Razak
Chairman
Director
Mafar Group

- MBBCh, Al-Azhar University.
- Ecosystem builder behind Mafar Group's integrated healthcare network.
- Co-founder of Dive2Heal & Divologist.
- Author, Speaker & Mental Health Advocate.



Ahmad Harits Mohd Zamrin
Chief Strategic Officer
Director
Mafar Group

- B.A. Usuluddin — Hadith & Jurisprudence, Al-Azhar University.
- Strategy Lead: Fundraising, M&A & Strategic Partnerships.
- Co-Founder, Divologist & Dive2Heal.
- Leads Mafar's healthcare acquisition & consolidation strategy.



Dr Ghazali Md Nor
Chief Executive Officer
Mafar Healthcare

- MBBCh, Al-Azhar University.
- Certified OHD (NIOSH), MRO (AOEMM) & OEUK Examiner.
- HRDF Certified Trainer (TTT).
- DOSH Ergonomic Trained Person.
- DMAC Medical Examiner of Divers.



Dr Amir Izzudin Suib
Chief Operating Officer
Mafar Healthcare

- MBBS, CUCMS
- Managing Director, Poliklinik An-Nur @ Bandar Teknologi Kajang.
- Extensive experience in clinical practice & healthcare management.



Dr Hazmuhaimin Hashim
Director
Mafar Healthcare

- Group Chairman & Founder, Hijraa Group (Scaled from 1 to 23 clinics).
- Group Chairman & Board Director, Ikram Clinic Group (9 branches).
- Co-Founder of Poliklinik An-Nur (5 branches) & Novencia Clinic.
- Chairman, KIHT Berhad (Healthcare Co-operative).
- Achieves RM 100k – RM 1M monthly revenue per clinic.



Al Jazzura Khan
Chief People Officer
Mafar Group

Keynote Speaker, Coach, Certified Trainer, LinkedIn Expert

- Top 100 LinkedIn Influencer (MIA 2020) & #2 LinkedIn Growth (Favikon 2024).
- Ex-CMO & Chief Learning Officer, Bateriku.com.
- Keynote Speaker & Trainer; coached 3,000+ founders and professionals.
- Key trainer/coach for PNB, Petronas, MARA, MTDC, Cradle & Teraju.
- 25 years entrepreneurial experience across VC, finance & startups.



Dr Nur Syazana Mohamad
Special Officer to GCEO
Mafar Group

- MBBCh (Mansoura-Manchester).
- Former Chief Operating Officer (COO), Mafar Group.
- Streamlines corporate workflows, strategic execution & operational efficiency.



Syazwan Hazim
Chief Marketing Officer
Mafar Group

- MBA in Marketing, Putra Business School.
- Certified Professional Marketer (CPM Asia), Asia Marketing Federation.
- Lead marketing across 4 subsidiaries: Mafar Healthcare, Tech, Media & Academy.



Dr Ilyas Zainuddin
Chief Biz Development
Mafar Tech

- MBBCh, Al-Azhar University
- Practising General Practitioner.
- Architect of Mafar's clinical, operational & membership systems.

OUR JOURNEY



2023 | Where It All Began

Established in 2023 with the launch of MAFAR Studio, our journey began with a simple belief: great doctors deserve to be seen.

Too often, exceptional doctors struggle not because of the quality of care they provide, but because running a successful clinic requires expertise far beyond medicine.

Marketing, operations, finance, technology, and business management are challenges that many healthcare professionals were never trained to navigate.

Doctors are trained to save lives, not to become marketers, accountants, or business strategists.

We started MAFAR to bridge that gap. Our mission was to bring deserving doctors into the spotlight, helping them become the trusted healthcare leaders within their communities while we support the business behind the practice.

Because when doctors are free to focus on what they do best, patients receive better care, clinics become stronger, and communities thrive.

2025 | From Supporting Clinics To Building Them

As our understanding of the healthcare industry deepened, so did our vision.

In 2025, we launched the MAFAR Accelerator Programme (MAP), an intensive business transformation programme designed to equip clinic owners with the leadership, operational, financial, and strategic capabilities needed to build sustainable and high-performing healthcare organisations.

2026 | Scaling Through Technology & Integration

By mid-2026, the MAFAR network had grown to nine clinics across Malaysia, with additional strategic investments in several other healthcare businesses.

Recognising that the future of healthcare lies in digital transformation, we began strengthening our technology capabilities through integrated innovation initiatives.









The same year also marked our first step into clinic ownership and management with the addition of Klinik Rakiaa, Remedine Clinic, and Poliklinik An-Nur Prima Saujana into the MAFAR network.

These milestones marked the beginning of MAFAR's transformation from a healthcare support company into an integrated healthcare group.

This includes developing our own Project & Task Management platform, alongside integrated clinic dashboards, marketing dashboards, operational reporting systems, and other digital solutions that continue to evolve across the Group.

Today, with more than 90 employees stationed across Malaysia, MAFAR continues to unite healthcare, education, technology, operations, and shared services into one connected ecosystem, enabling clinics to grow with greater efficiency, consistency, and impact.



VISION

We are the trusted business ecosystem partner for doctors and our people.

MISSION

Bring Happy & Good Doctors Forward through continuous people development, empowering doctors with integrated, innovative business-smart solutions to achieve excellent results.

CORE VALUES

We build mutual trust through shared common Purpose

Able, Believable, Connected and Dependable.

THE MAFAR ECOSYSTEM

Five specialized companies. One integrated healthcare ecosystem.

MAFAR Group

The strategic backbone of the MAFAR ecosystem, providing shared services and corporate support across all subsidiaries and clinics. Through centralised functions including finance, HR, legal, marketing, and governance, MAFAR Group enables the entire ecosystem to scale efficiently and sustainably.

MAFAR Healthcare

Builds, acquires, and operates high-performing primary care clinics through strategic investments, operational excellence, and sustainable healthcare management.

MAFAR Academy

Develops healthcare leaders through business education, leadership programmes, and specialised training for clinic owners, healthcare professionals, and clinic teams.

MAFAR Tech

Builds AI-powered healthcare technology, from clinic management systems to intelligent digital solutions that power the future of healthcare.

MAFAR Media

A healthcare-first media company that creates impactful content and trusted media platforms, helping doctors educate, inspire, and build meaningful connections with their communities.

MAFAR HEALTHCARE

The healthcare arm of MAFAR Group, focused on building, acquiring, and operating high-performing primary care clinics across Malaysia.

Through strategic investments, operational excellence, and a strong support ecosystem, MAFAR Healthcare enables clinics to deliver quality patient care while achieving sustainable business growth.

We focus on developing a network of high-performing primary care clinics by combining clinical excellence with strong operational systems, business strategy, and shared resources.



Our solutions

Clinic Acquisition & Investment

Partnering with healthcare entrepreneurs and clinic owners through strategic investments and mergers & acquisitions.

Clinic Development

Building and launching new healthcare facilities from the ground up with structured planning, operational frameworks, and growth strategies.

Clinic Operations Management

Supporting day-to-day clinic operations through SOPs, performance management, reporting systems, and centralised support services.

Healthcare Growth & Optimisation

Helping clinics improve efficiency, patient experience, and long-term sustainability through data-driven improvements.

KLINIK RUMI


Klinik PrimeHealth


KLINIK RAKIAA


remedine CLINIC


POLIKLINIK AN-NUR
FREE

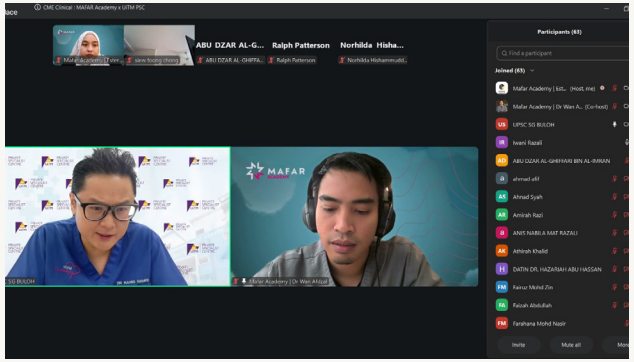

KLINIK RUMI


AESTHETIC
SKIN, LASER, WELLNESS
018 - 909 1188


POLIKLINIK QMS
PONTIAN

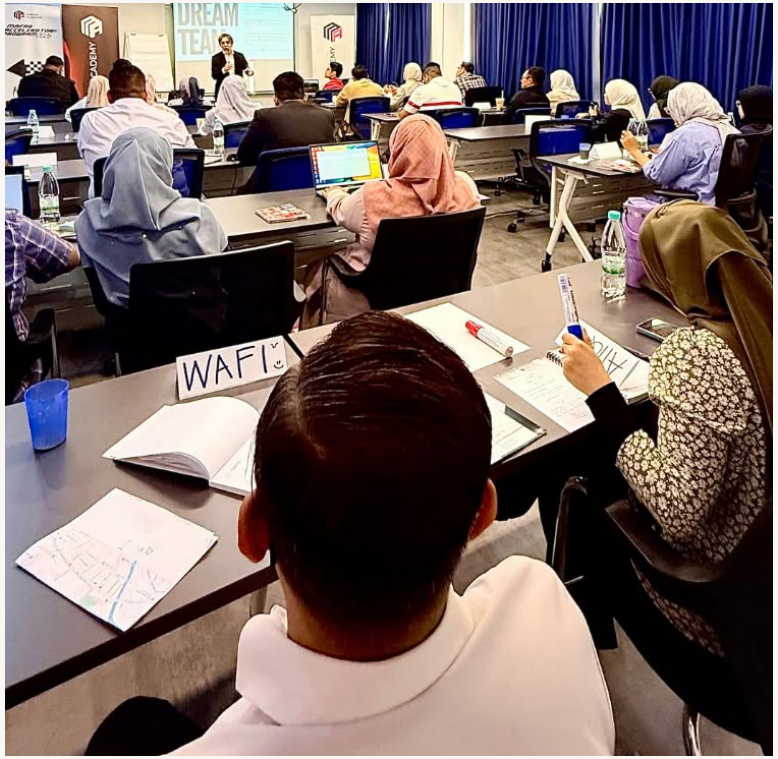

KLINIK MEDIRRA


MARKETING FOR CLINIC
ORACLE
Syazwan


ABU DZAR AL-G...
Ralph Patterson
Norhilda Hisha...
MAFAR


KELUAR
BULAN KESELAMATAN KESIHATAN ALAM


MAFAR ACADEMY
MAFAR
WELCOME TO


DREAM TEAM
WAFI


FAQEER
SAFA

MAFAR ACADEMY

MAFAR Academy is the learning and development arm of MAFAR Group, dedicated to developing healthcare leaders and building stronger healthcare organisations through education, training, and capability development.

We equip clinic owners, healthcare professionals, and healthcare teams with the knowledge, skills, and leadership capabilities needed to navigate the evolving healthcare industry.

We focus on bridging the gap between clinical expertise and business excellence by providing practical, industry-relevant education that strengthens leadership, operations, workplace standards, and organisational performance.



Our solutions

MAFAR Accelerator Programme (MAP)

A healthcare business development programme designed for clinic owners to strengthen their capabilities in leadership, business strategy, operations, marketing, and financial management.

Healthcare Leadership Development

Developing current and future healthcare leaders through structured leadership programmes, management training, and professional development initiatives.

Clinic Operations & Professional Development

Equipping clinic teams with practical knowledge, operational frameworks, and professional skills to enhance service quality, patient experience, and operational performance.

Occupational Safety & Health (OSH) Training

Delivering workplace safety and health programmes that help organisations strengthen compliance, risk awareness, and safety culture.

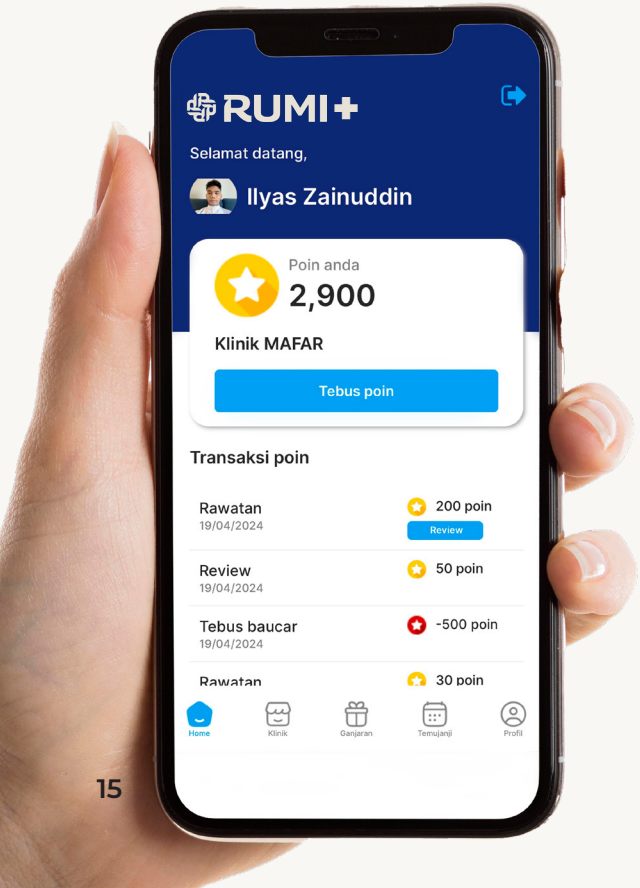
Corporate Learning Programmes

Providing customised learning solutions for healthcare organisations to strengthen workforce capability, organisational culture, and operational excellence.

MAFAR TECH

MAFAR Tech is the technology and innovation arm of MAFAR Group, dedicated to building digital solutions that transform how healthcare businesses operate, scale, and deliver better experiences.

By combining healthcare expertise with emerging technologies such as artificial intelligence and automation, MAFAR Tech develops solutions that simplify complex processes and empower healthcare organisations to operate smarter.



We focus on building healthcare technology solutions that connect operations, data, and intelligence across the healthcare ecosystem.

From clinic management systems to AI-powered solutions, we aim to become a leading healthcare technology partner that enables clinics and healthcare organisations to improve efficiency, decision-making, and scalability.

Our solutions

Healthcare Management Platforms

Developing digital platforms that streamline healthcare operations, including clinic management systems, operational dashboards, and integrated reporting solutions.

AI-Powered Healthcare Solutions

Building intelligent solutions including centralized dashboard, AI agents and automation tools to enhance productivity, patient engagement, and operational efficiency.

Business Intelligence & Analytics

Creating data-driven dashboards and insights that help healthcare organisations monitor performance and make smarter strategic decisions.

Healthcare Business Solutions

Developing technology solutions across key business functions including finance, HR, marketing, and panel management to simplify healthcare operations.

Digital Transformation Solutions

Partnering with healthcare organisations to modernise their systems, improve workflows, and prepare for the future of healthcare.


MAFAR
HEALTHCARE
Dashboard
Patients
Appointments
Records
Messages
Analytics
Settings
Patient Profile
Aisyah Nur
Patient ID: PT-230512
Female, 32 y/o
Kuala Lumpur
Medical History
No known allergies
Last Consultation
12 May 2024
Consultation Notes
Follow up for headache
No red flags
Advice:
Rest, hydration
Paracetamol PRN
Prescriptions
Paracetamol 500mg
1 tablet every 8 hours
as needed
Secure Connection
Health Records
Real-time Consultation
E-Prescription
MAFAR
HEALTHCARE


3 TEKNIK PENJAGAAN LUKA KHATAN
KLINIK BAKTI

MAFAR MEDIA

MAFAR Media is the media and communication arm of MAFAR Group, dedicated to making healthcare knowledge more accessible through trusted content, digital platforms, and impactful storytelling.

We create and curate healthcare media that connects doctors, healthcare professionals, and communities, transforming medical knowledge into meaningful stories that educate, inspire, and create awareness.

We focus on building healthcare influence through media platforms, educational content, and awareness initiatives.

By amplifying the voices of healthcare professionals and sharing credible healthcare information, MAFAR Media helps doctors become trusted voices and recognised healthcare leaders within their communities.



Our solutions

Healthcare Media Platform

Building digital media platforms that curate and deliver trusted healthcare information, connecting healthcare professionals with communities through accessible and engaging content.

Healthcare Content & Video Production

Creating and curating impactful healthcare content, including educational videos, articles, and digital media that simplify medical knowledge and help doctors communicate effectively with the public.

Healthcare Publications & Merchandise

Developing healthcare-focused publications, merchandise, and educational materials that capture medical expertise, share knowledge, and create lasting value for healthcare professionals and communities.

Healthcare Awareness Campaigns

Developing and executing healthcare awareness initiatives that educate communities, promote preventive healthcare, and create meaningful engagement between healthcare providers and the public.

Doctor Thought Leadership & Storytelling

Helping healthcare professionals build their voice and credibility by showcasing their expertise, journeys, and contributions, positioning them as trusted voices and local healthcare leaders.

CORE CAPABILITIES

MAFAR Group

- Marketing Services
- Financial Services
- Human Resources Services
- Legal & Compliance Services
- Corporate Strategy & Shared Services

MAFAR Healthcare

- Clinic Mergers & Acquisitions (M&A)
- Greenfield Clinic Development
- Clinic Operations & Management
- Healthcare Investment & Partnerships
- Business Growth & Performance Optimisation

MAFAR Academy

- MAFAR Accelerator Programme (MAP)
- Healthcare Leadership Development
- Clinic Operations & Professional Development
- Occupational Safety & Health (OSH) Training
- Corporate Learning Programmes

MAFAR Tech

- Clinic Management System (CMS)
- AI Chatbots & AI Agents
- Healthcare Business Dashboards
- Healthcare Business Solutions
- Custom Healthcare Technology Development

MAFAR Media

- Healthcare Media Platform
- Healthcare Content Creation & Curation
- Healthcare Publications & Merchandise
- Healthcare Awareness Campaigns
- Doctor Thought Leadership

STRATEGIC PARTNER

MAHSA UNIVERSITY
DU044(B)

UiTM PRIVATE SPECIALIST CENTRE

SUNWAY MEDICAL CENTRE
Velocity • Kuala Lumpur

iHSAN INTERNATIONAL WAQF LABUAN FOUNDATION

HAB CAPITAL



MAFAR MANEUVER PROJECT

Our Response to a Fragmented GP Healthcare System

Doctors in government service face low manpower, low pay, and gruelling hours, with slow salary progression. Many leave to open their own clinics, and the market has become saturated as a result. Malaysia now has around 10,000 private GP clinics, all competing hard on price. Even after the consultation fee ceiling rose to RM80, the floor stays at RM10, and most TPAs still push for rates below RM35.

Government-mandated drug price display has closed off the old mark-up on medicine too, so margins keep shrinking. As a result, over 70% of GP clinics now earn under RM60,000 a month, and many are closing down.

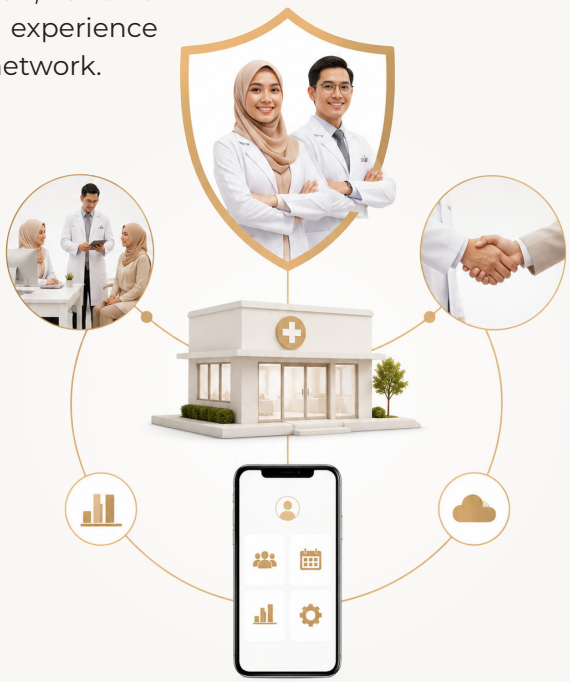
Malaysia's healthcare system stays fragmented on top of this. Clinics operate alone, standards vary, and the healthcare vertical partners around them rarely work together.

This is where MAFAR steps in.

The Mafar Maneuver Project (MMP) is our answer: three pillars, Bricks, Community and Tech, built to strengthen every clinic, connect every community, and power every decision with technology.

BRICKS

Every clinic is strengthened from the inside, documented SOPs, trained staff, and a consistent patient experience across the whole network.



COMMUNITY

Every GP clinic is connected to a cluster of healthcare vertical partners, dental, pharmacy, physio, optometry and more. Patients who come to our clinic get member pricing and earn points across the whole cluster, not just one clinic. Partners collaborate, run community events together, and build local trust as one network.

TECH

A loyalty app powers retention and gives patients and clinics visibility into the patient journey, decisions grounded in data, not guesswork, and automation that removes manual admin.

Why it works:

A single clinic competing alone in a price war has no leverage, even with strong SOPs behind it. A clinic backed by a cluster of trusted partners has something a price war can't touch, patient loyalty built on convenience and trust across their whole healthcare journey, not just one visit.

It also turns competitors into collaborators, so growth stops being a zero-sum fight for the same patients. The loyalty app ties it all together, tracking every visit across every partner, turning that trust into points, and giving clinics real visibility into what's actually keeping patients loyal.



VERTICAL PARTNER

RedhaDental

PHYSIOMOBILE

EARTISTIC
HEARING AND PHYSIOTHERAPY CENTRE

FARMASI AL ARIF

budimind

DIET IDEAS
Certified Dietitians & Nutritionists

HOW WE CREATE VALUE

Building Malaysia's most trusted healthcare ecosystem, powered by people, technology and shared purpose.



MAFAR HEALTHCARE
Acquire/Build Clinic

MAFAR
Shared services

MAFAR ACADEMY
Develop capability

MAFAR MEDIA
Build trust and patient demand

MAFAR TECH
Improve efficiency and scale

OUR IMPACT

Creating Meaningful Impact Across Healthcare Communities

Beyond building businesses, MAFAR is committed to creating a positive impact within the healthcare ecosystem through education, community engagement, and healthcare initiatives.

Through our integrated ecosystem, we continue to empower healthcare professionals, support clinic growth, and bring accessible healthcare initiatives closer to communities across Malaysia.

Our Growing Impact

80+ Professionals Across Malaysia

A multidisciplinary team comprising healthcare operators, educators, marketers, creatives, and technology professionals working together to transform healthcare.



Healthcare Community Events

Through initiatives such as health carnivals, community health programmes, and outreach events, MAFAR brings healthcare closer to communities while creating meaningful engagement between doctors and patients.



Healthcare Leadership Development

Through MAFAR Academy, we develop clinic owners and healthcare professionals with the business knowledge, leadership capabilities, and operational skills needed to build stronger healthcare organisations.



Empowering Healthcare Businesses

Through MAFAR Healthcare, Media, and Tech, we support clinics with the ecosystem, expertise, and solutions needed to grow sustainably.



Project 555 I OUR VISION FOR 2030

A Blueprint to Transform Primary Healthcare in Malaysia

As MAFAR continues to grow, our ambition extends beyond building clinics. We aim to create a connected healthcare ecosystem that empowers doctors, strengthens healthcare businesses, and improves access to quality care for communities across Malaysia.

Through Project 555, our 2030 strategic blueprint, we are building the foundation for a more connected, scalable, and technology-enabled healthcare ecosystem.

50 Anchor Clinics

Building a nationwide network of high-performing primary care clinics that deliver trusted and accessible healthcare to communities.

500 Healthcare Ecosystem Partners

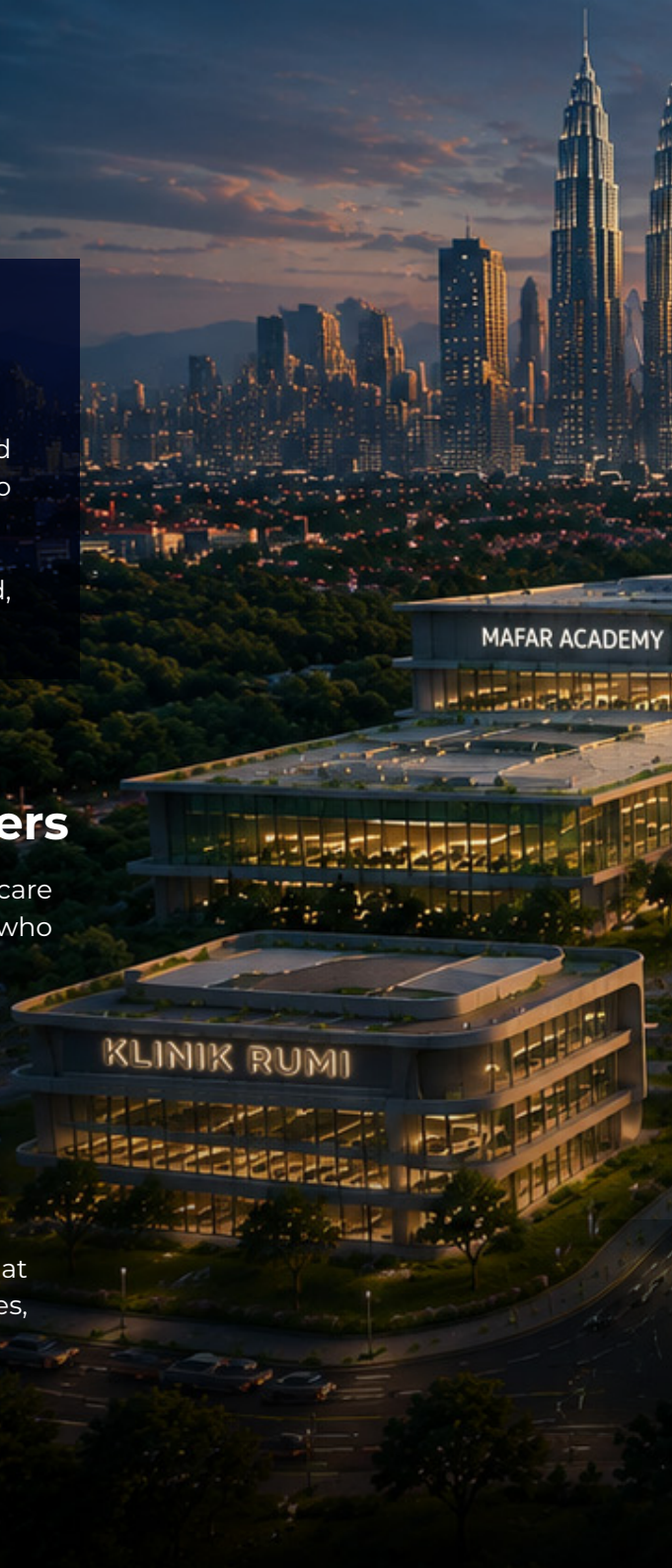
Creating a collaborative network of healthcare entrepreneurs, professionals, and industry partners who grow together within the MAFAR ecosystem.

50 Healthcare Clusters

Developing connected healthcare communities where clinics, professionals, and ecosystem partners collaborate to create greater impact.

500,000 MAFAR+ Families

Building a trusted healthcare community that connects families with quality healthcare services, benefits, and solutions.





MAFAR in Every Family

By 2030, we envision MAFAR as a trusted healthcare ecosystem present in the lives of families across Malaysia, making quality healthcare more accessible, connected, and sustainable.

WE ARE JUST GETTING STARTED

Healthcare is changing. The way clinics operate, grow, and serve communities will never be the same.

MAFAR was built with a simple belief: when great doctors are empowered with the right ecosystem, they can create a greater impact.

Today, we continue to build that ecosystem through healthcare, education, media, and technology.

This is only the beginning.

The future of healthcare is being built, and MAFAR is ready to lead the way.

Contact us

MAFAR

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MAFAR
GROUP


MAFAR
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