

media release

DUTCH LADY MILK INDUSTRIES BERHAD BRINGS FESTIVE CHEER FOR WORLD MILK DAY 2020 AND FORTIFIES COMMITMENT TO MALAYSIA

PETALING JAYA, 12 June 2020: Malaysia's leading dairy company Dutch Lady Milk Industries Berhad (DLMI) which traditionally leads World Milk Day festivities every 1 June, today celebrated the important role that milk plays in our daily lives, the economy and the community.

This year's World Milk Day is particularly important as the role of nutrition for general health is amplified by health experts in the midst of the global COVID-19 pandemic, a fight Malaysia has thus far managed effectively.

Managing Director Tarang Gupta said DLMI has demonstrated its strong support to Malaysia's efforts during the first Movement Control Order whereby more than 200,000 Dutch Lady milk packets were donated to medical frontline heroes at Hospital Kuala Lumpur, University Malaya Medical Centre as well as to enforcement agencies, underprivileged communities and stranded university students.

To celebrate World Milk Day 2020 and DLMI's 57th Birthday, DLMI distributed more than 6,000 packs of Dutch Lady UHT PureFarm Chocolate Flavoured milk and Dutch Lady UHT PureFarm Full Cream milk together with Raya cookies to important stakeholders.

"Our strong corporate responsibility roots remain strong and durable due to our 57-year presence in Malaysia. The World Milk Day celebrations today for our employees and external partners is yet another milestone and a testament to our strong commitment and confidence in Malaysia," Tarang said adding that the alignment of World Milk Day with DLMI's anniversary makes the milestone even more memorable.





In fact, DLMI established in 1963, is the first dairy manufacturer to list on the stock exchange in 1968 and has over the years, built a loyal consumer base and rolled out various, exciting, halal product innovations to benefit Malaysian consumers.

This year's World Milk Day theme - Milk Keeps Us Going - is apt as high-quality nutrition offered by Dutch Lady milk products help towards a stronger immune system which is crucial for overall health in the age of a global pandemic which is showing no signs of slowing down.

In fact, over the years, it has become increasingly clear that dairy nutrition has a very pivotal role to play in the lives of our Malaysian consumers especially the young consumers; the recent findings of the National Health and Morbidity Survey 2019 by the Ministry of Health states:

- A total of 29.8% of children aged 5 to 17 are overweight and obese (whereby 15% are overweight, 14.8% are obese)
- 21.8% of children under 5 years old are stunted - undernourished

"DLMI's theme of '*Strong Me, Stronger Us*' also exemplified our mission to help Malaysians become stronger with the goodness of milk, unite and thrive together during these unprecedented times," Tarang said.

A special Dutch Lady "Moo Truck" was flagged off at the DLMI office with strict social distancing measures in place and made its journey around the Klang Valley to spread the goodness of milk message and share in the joy, fully adhering to all Government guidelines concerning COVID-19 protocols.

"In this era of social distancing and mask etiquette, a majority of Malaysians are now adjusting to the new normal. DLMI continues to support and implement all social distancing measures and COVID-19 safety protocols in our facilities and offices for the foreseeable future," he added.

Tarang said that DLMI strongly supports the government's efforts to build up food security measures as nations worldwide are ramping up efforts to secure food supplies in a pandemic age.





“For example, we have concrete plans to expand our manufacturing capacity with our acquisition of 32.59 hectares of industrial land in Bandar Baru Enstek, Negri Sembilan for RM59.9 million, earlier this year.”

It further solidifies DLMI’s continued commitment towards fulfilling its purpose of nourishing the nation and growing milk consumption in the country, in line with the Government’s National Health Agenda of achieving better health and nutritional status for all.

DLMI has demonstrated strong commitment in the vital work of nourishing children via the government’s school milk programme since 2010 and is prepared to partner with the Government for the foreseeable future.

DLMI will continue to invest in a critical workforce to drive long-term sustainable business growth as well as address the dual burden of malnutrition; undernutrition (stunting) and overnutrition (obesity) faced by children and adults in Malaysia.

As a leading dairy manufacturer and a recognised local icon, DLMI continues to focus on consumers with the *Excite, Educate, Energise* strategy by infusing new dairy product innovations, educating consumers on the goodness of milk and energising school children via programmes in collaboration with the Ministry of Education.

“Ultimately, we are able to continue raising awareness on the goodness of milk through our initiatives such as ‘Drink.Move.BeStrong’ programme, which has been running in schools since 2014, to encourage drinking of two glasses of milk a day and spending one hour on physical activity daily – that has benefitted more than 700,000 schoolchildren,” Tarang said.

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About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (DLMI) is a leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company. DLMI was the first milk company to be listed on Bursa Malaysia in 1968, and the first to introduce Formulated Milk Powder for Children in Malaysia in 1988.

DLMI, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club, manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso Gold. Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, wherein 16,744 children up to 12 years old were surveyed over a four-year period. More information can be found at www.dutchlady.com.my.

About Royal FrieslandCampina

Every day, Royal FrieslandCampina provides millions of consumers all over the world with food that is rich in valuable nutrients. With annual revenue of 11.3 billion euros, Royal FrieslandCampina is one of the world's five largest dairy companies, supplying consumer and professional products, as well as ingredients and half-finished products to the food industry and the pharmaceutical sector around the world. Royal FrieslandCampina has offices in 36 countries and 23,816 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 17,413 member dairy farmers in the Netherlands, Germany and Belgium—making it one of the world's largest dairy cooperatives. For more information, please visit: www.frieslandcampina.com.

