



Dutch Lady Milk Industries Berhad (5063-V)

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MEDIA RELEASE

DUTCH LADY MALAYSIA SPREADS THE GOODNESS OF MILK TO KELANTAN AND TERENGGANU

Petaling Jaya, May 23, 2013 – Under the 1Malaysia School Milk Programme, Dutch Lady Milk Industries Berhad (Dutch Lady) has been entrusted to spread the goodness of milk and its nutritional benefits to around 232,400 primary school children based in 769 schools in Kelantan and Terengganu.

Working closely with the Ministry of Education, the 1Malaysia Milk Programme (PS1M) distributes free milk to selected Year 1 to Year 6 pupils nationwide, and is part of the Government's effort to build a generation of healthier and stronger Malaysians. Currently, four companies undertake the suppliers, namely Sabah International Dairies Sdn Bhd (SiD), Konsuma Sdn Bhd (Konsuma), Hybrid Allied Sdn Bhd (Hybrid) and Dutch Lady Milk Industries Bhd (Dutch Lady Malaysia) to 7,662 schools nationwide .

Dutch Lady Malaysia's Corporate Affairs Manager, Encik Mohd Afizi Mohd Ross said: "This year's programme kicked off in early May. We had to familiarise ourselves with the geographical terrain of Terengganu and Kelantan, which present challenges in terms of logistics, weather, ground transport conditions and also that of the schools' available facilities.

"Based on our previous experiences and exemplary benchmark standards set for Penang, Selangor, Kuala Lumpur and Malacca, we have all the procedures in place to ensure the PS1M programme runs smoothly and the children get to benefit the most in terms of their regular nutritional intake," Mohd Afizi explained.

Dutch Lady has assigned dedicated officers to all the 17 districts in Kelantan and Terengganu and are tasked to ensure smooth distribution and safe consumption of milk at every school, working closely with specific teachers responsible for the distribution and drinking session amongst the students.

"We ensure that every aspect, right from manufacturing, delivery, storage and the eventual consumption, are carefully supervised to ensure quality and hygiene are observed and maintained. In turn, a dedicated East Coast distributor will be in charge of the supply chain to the 200,000 over school children for the next few years," Mohd Afizi stressed.

Mohd Afizi informed that the school authorities have also been taught by Dutch Lady's officers on how to store the delivered product cartons safely so as to prevent the milk from being contaminated. With the co-operation of the Ministry of Health, Dutch Lady has created a documentary video with the theme "*Hidu, rasa dan lihat*", explaining the

various steps to follow before consuming the milk, aimed at both teachers and students. The video will be distributed to all schools together with educational posters.

When interviewed, Chief, Sector District from the Kelantan State Education Department, Puan Rosnah bt Wan Ibrahim, remarked that nowadays many of the students tend to neglect the importance to have breakfast before attending school. With this thrice-weekly milk supply, students can look forward to better concentration, improvement in their studies and overall better growth, too.

Puan Rosnah explained that most of the students benefiting from this programme come from rural schools and whose combined monthly income are less than RM380 per month and they are also listed under the '*Rancangan makanan tambahan*' programme.

"Milk is one of the best beverages, containing so much nutrition for strong body, bone and physical growth. Dutch Lady Malaysia values the opportunity to part of this programme and to help all Malaysians move forward in life, in this instance the future citizens of this country, with trusted dairy nutrition," Mohd Afizi said.

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About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is the leading dairy company in Malaysia. It was the first milk company to be listed on Bursa Malaysia in 1968. Today, Dutch Lady Malaysia 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. 2013 marks a significant milestone for Dutch Lady Malaysia with half a decade of excellence to boast. In commemorating its 50th anniversary, the celebration will be led by the company's pledge, through its Inspire Tomorrow Fund, to inspire and aid Malaysian children to pursue their dreams in fields they aspire to through education, sports or creative arts.

Its holding company is Royal FrieslandCampina NV, a Dutch multinational corporation and one of the largest dairy cooperative companies in the world with an annual turnover of more than nine billion Euros. Employing 19,000 people worldwide in about 100 different locations in 26 countries, Royal FrieslandCampina has more than 130 years of dairy heritage, and is proud to have more than 30 established brands in its stable.

More information can be found on www.dutchlady.com.my.

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