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A BRIGHTER FUTURE FOR 50 MALAYSIAN CHILDREN

Dutch Lady Malaysia awards RM1.5 million via its Inspire Tomorrow Fund

Selangor, 26 October 2013 – Following its 10-month Inspire Tomorrow campaign to rally Malaysians to support and inspire our children, Dutch Lady Malaysia has presented 50 children with insurance policies worth a total of RM1.5 million to help them achieve their dreams and aspirations.

With the collaboration with UniAsia Life Assurance Berhad, Dutch Lady Malaysia presented each child an insurance policy amounting to RM30,000 which matures when the child turns 18. The dairy giant is confident that this policy will be an investment in these children's future and help them achieve their dreams and aspirations.

The Inspire Tomorrow campaign was launched as part of Dutch Lady Malaysia's 50th anniversary celebrations. In line with its mission of *Helping Malaysians Move Forward in life with Trusted Dairy Nutrition*, this campaign aims to inspire and aid young Malaysians to pursue their dreams and ambitions through education, sports and creative arts.

Built on a desire to initiate a sustainable programme with a wide-reaching impact, the campaign was designed to aid the 50 selected children in furthering their education or pursuing a particular field of expertise. The 50 recipients were selected based on three categories – 10 chosen in collaboration with the Ministry of Education (MoE), 10 from selected homes based on input from the Department of Social Welfare (Jabatan Kebajikan Malaysia) and the final 30 via a public video submission contest.

"This is yet another example of a successful collaboration between the public and private sector, in this case between Dutch Lady Malaysia, the Ministry of Education and the Department of Social Welfare to benefit the community," said Ramjeet Kaur Virik, Marketing Manager of Dutch Lady Malaysia.

"The response to the campaign has been overwhelming, indicating that Malaysians are very invested in their children's future and well-being. We are pleased that we managed to reach out to so many Malaysians through the Inspire Tomorrow campaign, and we will continue our role in helping to not only inspire but also cultivate and nurture the next generation of Malaysians," Ramjeet added.

The recipients were reflective of the different strata within Malaysian society. From the over 800 submissions received, 156 came via the MoE from schools in Kelantan and

Terengganu. Each school was allowed only one submission each and names of proposed students were submitted by the head teachers.

The 43 submissions from the Department of Social Welfare were obtained from NGOs and various charitable organisations, with each home entitled to submit five submissions. Professor Madya Dr Mariani Mohd Nor, a psychologist at the Educational Psychology and Counseling Department in Universiti Malaya, was instrumental in developing the blueprint for assessment and selection in the social welfare category.

Professor Madya Dr Mariani commended Dutch Lady Malaysia's efforts in reaching out to Malaysians to inspire the next generation.

"We need to inspire our children when they are young, to cultivate and encourage their ideas at an early stage so that they do not lose sight of their hopes and dreams. This campaign has shown that there are many Malaysian children out there who have an inspiring story to share and given the right platform and the right encouragement, they can perform and make Malaysia proud," she explained.

Public submissions required parents and caregivers to submit a video on how they inspire their children to achieve their full potential. Of the 625 videos sent in, 30 recipients were singled out by a panel of judges which included senior officials from the Social Welfare Department and Ministry of Education, Professor Madya Dr Mariani, campaign advocates Ziana Zain and Faizal Tahir, and Dutch Lady Malaysia's personnel.

The campaign included an invitation to all Malaysians to make a handprint pledge to show their support for Malaysian children across the nation. More than 50,000 pledges were collected across Malaysia.

"We are confident that the Inspire Tomorrow campaign was successful in inspiring and reaching out to more than 50,000 people across Malaysia and the message of inspiring our children resonated with them. The lessons we have learnt from this campaign have strengthened our belief that there are many children out there who are hungry for the opportunity to realise their potential, who will shine if given the right platform," added Ramjeet.

The positive public response has given Dutch Lady Malaysia the impetus to extend this campaign with 50 Inspire Tomorrow workshops to be held in November and December. The series of leadership and nutrition workshops are targeted at less fortunate children in Malaysia in an effort to touch more lives and spread the message of hope and inspiration to parents and children alike.

The 50 recipients, who hail from across Malaysia, are between the ages of 4 and 12. They include a varied group of personalities including a shutterbug, an aspiring newsreader, a budding actor, a soon-to-be fashion entrepreneur, a couple of aspiring astronauts and pilots, and Wushu and silat exponents. Following the presentation ceremony, the children shared their thoughts on their hopes and dreams.

According to five-year-old Dhev Aditya Doshi, he wants to be a pilot when he grows up so he can visit Egypt to see the pyramids with all its mummies and treasures inside.

Esther Chew, six, however has yet to make up her mind. It is currently a toss-up between songbird and the future Picasso. "I like singing, but I like drawing and painting too! Can I do both?" she said when asked what she has set her sights on.

Meanwhile, Chua Dian Yu, seven, has already delved deeper into the world of planets and stars than an average adult. The precocious aspiring astronaut is able to espouse facts about the planets that amazes you while also drawing you sketches that depict "Saturn's rings with its chunks of ice" and "Jupiter's coloured clouds".

Then there was five-year-old Dhea Riana Seth who wants to be a fashion entrepreneur and is already earning money to fund her future career path. "I want to design things like wallets, handbags, hair rings and all sorts of things!" she stated enthusiastically while giving the audience an impromptu catwalk down the stage.

The awards presentation was made more meaningful thanks to a special "angklung" performance by nine-year-old Mohamad Islah Hakim, one of the 50 recipients. Already an accomplished angklung player, Islah wants to be a chemical scientist when he is older. When asked why the leap from music to science, he said, "It seems really interesting! I watched a programme on TV and I really enjoyed it."

To learn more about the Inspire Tomorrow Fund, visit www.inspiretomorrow.my.

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About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is currently the leading dairy company in Malaysia. Its holding company is Royal FrieslandCampina NV, a Dutch multinational corporation and one of the largest dairy cooperatives in the world.

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 with its Dutch Lady and Friso brands. Dutch Lady Malaysia believes in product innovation and constantly strives to improve its processes in order to deliver quality nutritious products to its consumers.

It was the first company in the world to market a Growing Up Milk powder specifically formulated for children up to three years old. This range is currently marketed in Malaysia as Dutch Lady 123 and Dutch Lady 456 and Dutch Lady 6+.

Dutch Lady Malaysia is a strong supporter of the local dairy industry and works closely with the Department of Veterinary Services (DVS) to boost its development.

In line with its corporate mission of “Helping Malaysians move forward in life with Trusted Dairy Nutrition” the quality of the Company’s products is paramount.

The company maintains strict adherence to food safety and quality standards and global best practices in production in accordance with its continuous accreditation of ISO9001, ISO14001, OHSAS 18001 (Occupational Health and Safety Assessment Series) and HACCP (Hazard Analysis Critical Control Point) certifications. Dutch Lady Malaysia also has a sterling record as the preferred brand in milk products, and is reinforced by the Readers’ Digest Super Brand Gold award it won for 11 consecutive years since 1999 as well as being recognised as among the top 30 Malaysia’s Most Valuable Brands since 2007.

2013 marks a significant milestone for Dutch Lady Malaysia with half a century 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 young Malaysians to pursue their dreams in fields they aspire to through education, sports or creative arts.

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

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