

# press release

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## **Dutch Lady Malaysia exceeds RM1 billion revenue again with strong bottom line**

**Petaling Jaya, 26 April 2016** – Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) exceeded the RM1 billion revenue mark for the second year running despite the challenging market and weak consumer sentiment.

The company's profit before tax was at RM188.7 million, with a 27 percent increase compared with the previous year, buoyed by lower dairy raw material prices which was however partly offset by the impact of the weak Ringgit.

**Saw Chooi Lee, Dutch Lady Malaysia Managing Director** said "I am proud to share that the relaunches that we undertook in 2015 with the newly-improved *Dutch Lady Nutri Plan with 5xDHA* formulated milk for children and the *Dutch Lady PureFarm* ready-to-drink milk range with a refreshed packaging design allowed us to further enhance our market leadership in these categories."

According to Chooi Lee, mainstream consumers were cautious in managing their household spend post GST, by cutting down the frequency of their shopping trips and reducing shopping basket size. The dairy industry was also affected with consumers stretching the usage of milk products and switching to cheaper alternatives.

Under such adverse climate, Dutch Lady Malaysia initiated various programmes to remind consumers the importance of drinking milk in line with its vision to help Malaysians move forward in their lives with trusted dairy nutrition.



“We foresee 2016 to be another challenging year in light of the current economic outlook but we remain focused and committed to leveraging the strength of the Dutch Lady brand and quality of our product offerings to win the hearts of our consumers,” she added.

For 2016, Dutch Lady Malaysia’s first quarter revenue increased by 27 percent to RM249.8 million compared with the same period last year driven by good performance in all its core product categories. In comparison, the lower revenue for the corresponding period last year was due to the run-down of activities prior to the relaunch of the company’s key products.

Meanwhile, profit before tax for first quarter 2016 almost doubled at RM45.8 million, driven by the higher revenue and favourable dairy raw material prices.

The company in February announced payment of standard and special interim dividends for the financial year ending 2016 to its shareholders for a total amount of RM70.4 million to be paid out in May.

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**About Dutch Lady Milk Industries Berhad** Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) 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.

Dutch Lady Malaysia 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. Dutch Lady Malaysia, 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, the South East Asian Nutrition Surveys (SEANUTS) study was commissioned to study the nutritional status and insufficiency thereof found to be present in South East Asian children up to 12 years old.

**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 11.4 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 28 countries and almost 22,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 19,244 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](http://www.frieslandcampina.com).

