

Dutch Lady registers positive revenue growth for FY16

KUALA LUMPUR: Dutch Lady Milk Industries Bhd (Dutch Lady) registered a positive revenue growth for financial year 2016 (FY16) as it recorded a revenue growth of 4.6 per cent to RM1.05 billion and a profit-before-tax (PBT) increase of 4.9 per cent to RM198.0 million.

The improvement in profit was mainly contributed by higher sales and improved margin resulting from lower dairy raw materials prices.

Commenting on this positive revenue growth is Dutch Lady's managing director, Saw Chooi Lee who said: "Despite the challenging market environment, the increase in revenue for last year was driven by our focus on our key product categories, coupled with exciting marketing campaigns that ensure our brands remain close and relevant to our consumers."

Although the Malaysian consumer confidence rebounded slightly last year, Saw said it remained at a pessimistic level and was relatively low in comparison to its neighbouring countries.

"This translated to consumers shopping less often, downsizing their purchases for lower cash outlay, increasing their reliance on promotion, and switching to alternative products that offer



Saw Chooi

cheaper deals," she said.

Saw added that the company took steps to address this by introducing new and relevant products and investing in brand campaigns and activations.

Besides this, the company also provided consumers with choices in the form of product variety and pack sizes while reminding them the importance of having dairy in their diet. For FY16, Dutch Lady paid out a total of RM140.8 million of standard and special interim dividends to its shareholders.

The Company also announced yesterday the payment of a one-off extraordinary dividend of 60.0 sen per share to its shareholders.