

press release

Sayangi Sekolahku@3K & MyDMBS 2019 Encourages Holistic Education Amongst Malaysia's Younger Generation

Kuala Lumpur, 6 November 2019 – The *Sayangi Sekolahku@3K & MyDMBS* awards ceremony was held today to acknowledge the efforts, determination, fitness and team spirit displayed by 235 participating schools in Malaysia. The event was attended by the Y.B. Teo Nie Ching, the Deputy Minister of Education and Mr. Tarang Gupta, Managing Director, Dutch Lady Milk Industries Berhad.

The *3K & MyDMBS* which stands for *Kebersihan, Kesihatan dan Keselamatan* (Cleanliness, Health and Safety) is an annual national school awards programme organised by the Ministry of Education (MOE). The programme, which began in 1991 was mooted to educate and to recognise efforts made by students in primary and secondary schools in improving the quality of their surroundings and fitness level emphasizing the 3 key aspects of Cleanliness, Health and Safety.

In fact, a fourth element, "Kebahagiaan" (Happiness) was incorporated into this year's programme to be combined with the Health element, signifying unity and togetherness amongst all cultures in Malaysia. The *Sayangi Sekolahku* initiated in November last year and the introduction of "Happiness" helped bring a holistic perspective to the *3K & MyDMBS* programme to further develop personal and collective responsibility in school children.

During the awards ceremony, Mr Gupta said, "This year's *Sayangi Sekolahku@3K & MyDMBS* has continued to attract 240,000 student participations from schools nationwide. This reflects the relevance of *Sayangi Sekolahku@3K & MyDMBS* programme in developing a stronger, more intelligent and more resilient younger generations in Malaysia."



Dutch Lady Milk Industries Berhad is once again the main sponsor and strategic partner to MOE for the 3K Awards Programme. Through this partnership with MOE, it has provided the leading dairy company with the ideal platform to continuously inspire teachers, school children and parents on the goodness of milk, while encouraging them to cultivate healthier eating habits and engage in daily physical activities.

This year, Dutch Lady Milk Industries Berhad was instrumental in introducing and driving the "Move" element for the 3K & MyDMBS competition through the "Shuffle" exercise. The response received from schools was overwhelming and a special "Best Shuffle" team award was introduced to give recognition to team winners.

Mr Gupta further elaborated, "More importantly, the activity helped to empower teams of students and teachers to take the lead in promoting a healthier lifestyle, by combining good eating habits with nutritious dairy beverages together with physical activity in school children."

In her speech at the ceremony, Y.B. Teo Nie Ching, the Deputy Minister of Education Malaysia, **said the Ministry of Education is optimistic that the program will produce individuals with remarkable personalities through the integration of knowledge, attitudes and practices that are sustainable in terms of cleanliness, health and safety. This at the same time strives to make students more eager to go to school and more importantly, being in a clean, healthy and safe environment.**

Mr Gupta further reinforces the United Nations' recognition of milk as being a **sustainable food source or complete food** that helps prevent the transmission of non-communicable diseases amongst students.

In fact, Dutch Lady Milk Industries Berhad, as the leading dairy company in Malaysia, continuously encourages school children to pair milk together with their daily Malaysian breakfast, for example nasi goreng, sandwiches or even nasi lemak to make it a complete breakfast meal.



"I believe there is an urgent need to instill responsible behaviour in our children to protect the environment. As a responsible corporate citizen, we care for the environment and have commenced action towards adapting to a circular economy. For your information, 85% of our packaging is recyclable and circular. As such we would like to work with MOE to promote and include sustainability into the current 3K & MyDMBS in schools in Malaysia," concluded Mr Gupta.

Below are the awards grouped by categories and prizes in 2019:

A) *Sayangi Sekolahku@3K Awards (6 awards)

- 1st Prize: RM5000
- 2nd Prize: RM4000
- 3rd Prize: RM3000

**All winners will receive a Trophy and Certificate.*

B) *MyMDBS Award (6 awards)

- 1st Prize: RM3000
- 2nd Prize: RM2000
- 3rd Prize: RM1000

**All winners will receive a Trophy and Certificate.*

C) Special Award for Fitness Activities against NCD - Shuffle (2 awards)

- Prize: RM1000

-ENDS-



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, 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 11.6 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 34 countries and almost 24,000 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 18,261 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.

