

FOR IMMEDIATE RELEASE

World School Milk Day Celebrated in Unity

*Dutch Lady Malaysia supports Ministry of Education's efforts
in growing a healthy generation for the future*

Kota Bahru, 24 September 2014 – In line with the government's 1Malaysia Milk Programme (*Program Susu 1Malaysia*, PS1M), Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia), which supplies milk to school children in Kelantan and Terengganu, joined the Kelantan's State Education Department to celebrate World School Milk Day (WSMD) at Sekolah Kebangsaan (SK) Long Gafar today. Teachers, key ministry officials and Dutch Lady Malaysia representatives witnessed more than 1012 students of SK Long Gafar drink milk at the same time with school children across the country as an act of celebration to highlight the importance of milk to school children.

"Nutrition is an important influencing factor to the continuous growth and development throughout a child's growing-up period. One of the key findings in the Southeast Asian Nutrition Surveys or SEANUTS was nearly 50% of Malaysian children studied do not achieve the Malaysian Recommended Nutrition Intake (RNI) of calcium and Vitamin D, which are rich in milk; and the prevalence was higher among school age children from seven to 12 years. This was possibly due to reduction in milk consumption as the dominance of milk in their dietary intake diminished with age," said Shamsidar Yahya Nassim, Sales Organisational Development Manager for Dutch Lady Malaysia, representing the leading dairy company at the WSMD celebration.

With such findings, it implicates the importance for the government and private sector to focus efforts on improving the nourishment of school age children for their continuous healthy development.

In Malaysia, the free milk programme to school children dates back to 1980. It was officially re-launched under the name of '1Malaysia School Milk Programme' (PS1M) in the year 2010, with the Ministry of Education initiating efforts to promote and educate school children on the benefits of drinking milk and how to consume it the safe and hygienic way.

"School milk programmes help to inculcate a milk-drinking habit that benefits both children and society as a whole. Children in general consume more milk than adults, and the most important reason of supporting this habit is that children are the nation's future pillars," said Puan Hjh. Rosnah Binti Wan Ibrahim, Head of Sector, Human Resource Management Division for Kelantan State Education Department at the celebration event at SK Long Gafar.

"The Ministry of Education is celebrating World School Milk Day for the first time in Malaysia to highlight the importance of drinking milk among school children. This is to

support the government's efforts in PS1M, which is a critical step forward to create future generations of strong, healthy and dynamic Malaysians," Puan Hj. Rosnah added.

The PS1M is currently targeted to selected school children from the rural and urban poor, and because the planning, delivery and execution of PS1M is no easy feat, the government works with entrusted suppliers to fulfill the programme's mission, so that over 7,549 schools across Malaysia received the delivered school milk in 2013.

As one of the accredited suppliers appointed by Ministry of Education, Dutch Lady Malaysia is proud to be part of this laudable programme that addresses the nutritional gaps indicated by SEANUTS.

"PS1M is a valuable government programme that ensures school-going children whose family income is below the poverty level are given the opportunity to receive a well-balanced diet, thereby improving the health of these children, such as physical growth, mental health and general well-being," said Shamsidar.

In line with Dutch Lady Malaysia's mission of 'helping Malaysians move forward in life with trusted dairy nutrition', the company supplies milk twice a week to 232,489 children attending 769 primary schools in Kelantan and Terengganu, during the school terms.

"We have world-class facilities, particularly in the areas of food safety and quality, to provide the best for all our consumers. Through PS1M, we will continue to work together with the government to ensure the school milk programme is a resounding success," concluded Sham.

Since the start of Dutch Lady Malaysia's involvement in the PS1M in 2010, the Company has been successful in supplying milk through good handling, storage and distribution processes as well as educating children about the goodness of milk.

World School Milk Day (WSMD) was started by the Food & Agriculture Organisation of the United Nations (FAO) in the year 2000 to raise awareness of school milk programmes and is celebrated each year on the last Wednesday in September in over 25 countries.

World School Milk Day 2014 was celebrated in Malaysia concurrently with a live telecast crossover by Deputy Minister of Education II, YB P. Kamalanathan P. Panchanathan at Sekolah Kebangsaan Sungai Kapar Indah in Klang, Selangor with three other venues across the country. Kamalanathan, together with key ministry officials, teachers and parents, witnessed 1.2 million school children drinking milk at the same time to commemorate the launch of World School Milk Day 2014. The momentous occasion was recorded in the Malaysia Book of Records, in having the Most Number of School Children in Malaysia Drinking Milk Together on World School Milk Day 2014.

- End -

About Dutch Lady Malaysia

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is the 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 Growing Up Milk 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 FrisoGold.

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 between the ages of six months and 12 years were surveyed over a four-year period.

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

Issued by Dutch Lady Milk Industries Berhad

Dina Mohd Nor

Head of Communications and Corporate Responsibility

Tel: 03-7953 2600 (615) / Email: Dina.MohdNor@frieslandcampina.com

Wong Ee Laine

Corporate Communications Manager

Tel: 03-7953 2600 (746) / Email: Eelaine.Wong@frieslandcampina.com

Through Bridges PR & Events Sdn Bhd

Peggy Cheah / Jason Chong

Tel: 03-7982 1750/51 / Email: peggy@bridgespr.com.my/Jason@bridgespr.com.my