

press release

Dutch Lady Malaysia invests in a better tomorrow

Survey shows Drink.Move.Be Strong campaign has successfully inculcated the habit of practicing a healthier, more active lifestyle among school children



PETALING JAYA, 29 December 2017 – Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) announced a fruitful year of educating and encouraging Malaysia’s future generation to adopt a healthy lifestyle through its Drink.Move.Be Strong (DMBS) campaign, targeted at school children from kindergarten up to secondary school level.

In 2017, a series of programs and partnership were carried out under its DMBS campaign such as Jr. NBA Malaysia, Anugerah 3K, Program Susu 1Malaysia (PS1M) and Kindergartens visit, to cultivate a healthier lifestyle by incorporating milk-drinking habit and staying physically active. Working closely with the Ministry of Education (MOE), Dutch Lady Malaysia designed edu-tainment activities such as nutritional talks to educate school children on the importance of drinking milk and how to make healthy food and drink choices.

Outdoor engagement activities were also organised to encourage school children to spend at least an hour of exercise per day to empower them to play a more active role in living a healthier lifestyle.

According to Ms. Saw Chooi Lee, Managing Director of Dutch Lady Milk Industries Berhad, the company’s DMBS programme was introduced on





the back of Malaysian children's nutritional concerns. The South East Asian Nutrition Survey (SEANUTS) revealed that 1 in 20 Malaysian children are underweight; 1 in 5 are overweight or obese, and nearly half the children in Malaysia do not achieve their Recommended Nutrition Intake (RNI) of calcium and Vitamin D.¹ Additionally, school children aged 7 to 12 are reported to be low in physical activity.²

"At Dutch Lady Malaysia, we have always been supportive of initiatives that help to develop the health and wellbeing of our future generations. This is why we often engage in corporate social responsibility activities that benefit children. One notable programme which we are proud to be a part of is the Drink.Move.Be Strong campaign," said Chooi Lee.

"For us, the most rewarding aspect of this campaign is watching the school children consciously making healthier lifestyle decisions after participating in our events. We are leading by example through our efforts in spreading our message of the importance of drinking milk and staying active," she further emphasised.

Based on the feedback from the students who have participated in our DMBS on-ground activities via Anugerah 3K partnership with MOE, the positive outcomes of the campaign are:

- **98%** of students will practice an active, healthy and nutritious lifestyle³;
- **96%** of students understand the benefits of milk consumption³; and
- **93%** of students will kick-start a milk consumption habit³.

This year's DMBS initiatives produced the best outcomes reaching a total of **254,435 school children** across Malaysia – a fourfold increase from 2016.

With more future efforts underway, Dutch Lady Malaysia hopes to continue promoting the goodness of milk to school children through its Drink.Move.Be Strong campaign for many more years to come.

For more information on the Drink.Move.Be Strong campaign, please go to the official website of Dutch Lady Malaysia at www.dutchlady.com.my.

Reference:

- 1 & 2 Nutritional status and dietary intakes of children aged 6 months to 12 years: findings of the Nutrition Survey of Malaysian Children (SEANUTS Malaysia), British Journal of Nutrition (2013), 110, S21–S35.
- 3 On-ground survey conducted with 200 school children in Klang Valley by the activation agency appointed by Dutch Lady Malaysia.



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.

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