



**Dutch Lady Milk Industries Berhad
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DUTCH LADY MALAYSIA IS 50!

Dairy giant celebrates anniversary with RM1.5 million pledge to Malaysian children

Kuala Lumpur, 31 January 2013 – Malaysia's leading dairy company, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia), launched its Inspire Tomorrow Fund in conjunction with the celebration of its 50th anniversary this year in Malaysia.

The Dutch Lady Inspire Tomorrow Fund will benefit young Malaysian children, to inspire and aid them to pursue their dreams in fields they aspire to through education, sports or creative arts.

With half a century of dairy excellence under its belt, Dutch Lady Malaysia has been a champion of dairy nutrition for all Malaysians including children. In line with its mission of Helping Malaysians Move Forward in Life with Trusted Dairy Nutrition, the dairy giant is well positioned to provide a platform on which Malaysian children can achieve their potential.

Speaking at the launch of the Inspire Tomorrow Fund, Dutch Lady Malaysia's Managing Director Rahul Colaco said the company decided to kick-start its 50th anniversary celebrations by sharing the moment with all Malaysians as they have been instrumental in its success and whose continued loyalty has enabled the company to be a significant part of the Malaysian landscape for 50 years.

“Through the Inspire Tomorrow Fund, we aim to reach out to Malaysians, especially to all parents, to encourage them to inspire their children and to bring out the best in their child; to instill in these children a belief that no dream is beyond reach and that they can achieve infinite possibilities if they set their minds to the task.”

The official handprint pledge by Dutch Lady Malaysia and its partners to kick-start the launch of Dutch Lady Inspire Tomorrow Fund.



From left to right: Dutch Lady Malaysia's Managing Director, Mr Rahul Colaco, Dutch Lady Malaysia's Chairman, Dato' Zainal Abidin Putih, Director General of Social Welfare Department, Dato' Norani Hj. Mohd Hashim, Deputy Director, School Management Division, Ministry of Education, Datin Rashidah binti Md Yusof, and Chief Officer Agency Business & Operations of Uni.Asia Life Assurance Berhad, Mr Jacky Chan Pen Lon

“We hope this fund mirrors the ambition of the nation to recognise and develop the potential of young Malaysians be it through quality education or dedicated programmes towards extending Malaysia’s progressive streak and enhancing social well-being.

“Dutch Lady Malaysia will continue to play a nurturing role by leading the charge to provide quality and nutritious dairy offerings for Malaysians, while ensuring sustainability for our stakeholders, giving back to society and ultimately to be the preferred employer within the dairy market in Malaysia,” Colaco said.

The Inspire Tomorrow Fund is a first of its kind in Dutch Lady Malaysia’s history. It will be rolled out throughout the year and the fund will be disbursed via several key activities designed to engage and give back to Malaysians.

Beginning March 2013, parents especially mothers in Malaysia will be able to participate in a nationwide video submission contest to tell their story of how they inspire their child to achieve their full potential. Their submissions put their child in the running to be awarded an insurance policy worth RM30,000 today. The policy matures when the child turns 18, as an investment in their future. 30 children will benefit from the contest based on the most inspiring submissions selected. Another 20 children are selected with the support of the Ministry of Education and Social Welfare Department. All 50 children will be awarded with an insurance policy worth RM30,000 that matures when the child reaches 18 years old. An insurance policy ensures Dutch Lady Malaysia is investing in the child’s future while enabling the investment of RM30,000 to grow over the years until the maturity of the policy.

Cheers to the goodness of milk with Dutch Lady milk.



From left to right: Dutch Lady Malaysia’s Managing Director, Mr Rahul Colaco, Dutch Lady Malaysia’s Chairman, Dato’ Zainal Abidin Putih, Director General of Social Welfare Department, Dato’ Norani Hj. Mohd Hashim, Deputy Director, School Management Division, Ministry of Education, Datin Rashidah binti Md Yusof and Chief Officer Agency Business & Operations of Uni.Asia Life Assurance Berhad, Mr Jacky Chan Pen Lon

Presenting certificate of appreciation to partners of Dutch Lady Inspire Tomorrow Fund.



From left to right: Dutch Lady Malaysia’s Chairman, Dato’ Zainal Abidin Putih, Deputy Director, School Management Division, Ministry of Education, Datin Rashidah binti Md Yusof, Director General of Social Welfare Department, Dato’ Norani Hj. Mohd Hashim, Chief Officer Agency Business & Operations of Uni.Asia Life Assurance Berhad, Mr Jacky Chan Pen Lon and Dutch Lady Malaysia’s Managing Director, Mr Rahul Colaco

The Inspire Tomorrow Fund is manifested in a logo depicting a handprint to symbolise a mother’s pledge or commitment to create a brighter future for her children. It also signifies the nation’s promise to support young Malaysians as they set about to make their mark in the world.

Dutch Lady Malaysia is calling on all Malaysians to actively participate and be part of the campaign through its handprint pledge act conducted at its nationwide roadshows in the coming months.

Colaco explained that naturally, Dutch Lady is aiming for 50,000 pledges in line with its 50th anniversary.

“We also want to raise awareness and this is a significant number of people we hope to reach to ensure we have made an impact. So, step forward and join us, and make a pledge to the future of Malaysia and our children,” Colaco added.

The event was officiated by Colaco and Dutch Lady Malaysia's Chairman, Dato' Zainal Abidin Putih while representatives from Social Welfare Department and Ministry of Education were in attendance. Uni.Asia Life Assurance Berhad who has contributed RM60,000 to the Dutch Lady Inspire Tomorrow Fund was represented by its Chief Officer Agency Business and Operations, Jacky Chan Pen Lon.

Dutch Lady has been at the forefront of dairy innovation in Malaysia, manufacturing and selling a wide range of quality nutritious milk products for Malaysians of all ages, from all walks of life. The company's sterling record as the preferred brand in dairy products is reinforced by being consistently recognised as amongst the top brands in Malaysia through the numerous accolades and awards it has garnered over the years. Its 50th anniversary celebration is made even more meaningful as 1963 also witnessed the birth of Malaysia.

About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is currently the leading dairy company in Malaysia. Its holding company is Royal FrieslandCampina NV, a Dutch multinational corporation and one of the largest dairy cooperatives in the world.

Dutch Lady Malaysia manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following with its Dutch Lady and Friso brands. Dutch Lady Malaysia believes in product innovation and constantly strives to improve its processes in order to deliver quality nutritious products to its consumers.

It was the first company in the world to market a Growing Up Milk powder specifically formulated for children up to three years old. This range is currently marketed in Malaysia as Dutch Lady 123 and Dutch Lady 456 and Dutch Lady 6+.

Dutch Lady Malaysia is a strong supporter of the local dairy industry and works closely with the Department of Veterinary Services (DVS) to boost its development.

In line with its corporate mission of "Helping Malaysians move forward in life with Trusted Dairy Nutrition" the quality of the Company's products is paramount.

The company maintains strict adherence to food safety and quality standards and global best practices in production in accordance with its continuous accreditation of ISO9001, ISO14001, OHSAS 18001 (Occupational Health and Safety Assessment Series) and HACCP (Hazard Analysis Critical Control Point) certifications. Dutch Lady Malaysia also has a sterling record as the preferred brand in milk products, and is reinforced by the Readers' Digest Super Brand Gold award it won for 11 consecutive years since 1999 as well as being recognised as among the top 30 of Malaysia's Most Valuable Brands since 2007.

2013 marks a significant milestone for Dutch Lady Malaysia with half a century of excellence to boast. In commemorating its 50th anniversary, the celebration will be led by the company's pledge, through its Inspire Tomorrow Fund, to inspire and aid young Malaysians to pursue their dreams in fields they aspire to through education, sports or creative arts.

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