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JR. NBA DEBUTS IN MALAYSIA

- NBA and Dutch Lady Malaysia partner on free programme for both boys and girls to promote active lifestyle among children through basketball.

MAY 31, 2014, KUALA LUMPUR – Jr. NBA—the NBA’s international youth development programme that promotes basketball participation and an active lifestyle among boys and girls—launched in Malaysia for the first time with Dutch Lady Malaysia as presenting partner. The Malaysia tip-off is part of the multiyear regional partnership agreement between the NBA and FrieslandCampina—parent company of Dutch Lady Malaysia and one of the largest dairy companies in the world.

Jr. NBA has been staged in the Philippines for seven consecutive years as part of the ongoing partnership between the NBA and FrieslandCampina through its Alaska brand. To date, more than 80,000 students, parents, and coaches have participated in camps, clinics and NBA Cares activities. Participants are trained in the fundamentals of basketball and learn the importance of the Jr. NBA core values of Sportsmanship, Teamwork, a positive Attitude, and Respect (S.T.A.R.).

“Jr. NBA aims to improve the health of children through basketball, and to instill key values that prepare our participants for life off the court,” said Francesco Suarez, Vice President, Global Marketing Partnerships, NBA Asia. “Together with Dutch Lady Malaysia, the NBA will bring the fun of basketball through our flagship youth development programme to boys and girls in this country.”

Inspired by the need to work towards improving the nutritional status of children in Southeast Asia, the partnership with Jr. NBA is part of the ‘Drink.Move.Be Strong’ campaign, which aims to bridge critical nutrition gaps identified by the Southeast Asian Nutrition Surveys (SEANUTS), a nutritional study initiated in 2009.





SEANUTS findings indicated one in five Malaysian children are overweight or obese, while school age children report low physical activity; and half the children studied have Vitamin D insufficiency. "These insights from SEANUTS implicate parents, schools, healthcare professionals, policymakers and even the private sector, all of whom need to play proactive roles in educating and getting Malaysian children to be healthier with the right nutrition and more physical activities," said Rahul Colaco, Managing Director of Dutch Lady Malaysia. "As such, through the Jr. NBA programme and Drink.Move.Be Strong—the campaign that anchors our World Milk Day 2014 celebration—Dutch Lady Malaysia hopes to harness the power of nutrition and basketball to enable Malaysian children to adopt an active and healthy lifestyle."

Colaco also added that the Malaysian government is doing their part to promote physical activity. "In particular, the Ministry of Education (MOE) is making several efforts in improving the health of children. In the area of exercise, recently the 1Student 1Sport (1Murid 1Sukan) programme has been established, to enable each child to have access to the benefits of participating in sports. The programme encourages students to participate actively in at least one sports activity in school. In the area of eating habits, the MOE has instituted the 1Malaysia school milk programme, of which we are a key partner," he said.

Welcoming the Jr. NBA programme to school children in Malaysia, Director-General of Education for the Ministry of Education Malaysia, Yang Berbahagia Datuk Dr. Khair Bin Mohamad Yusof, said that the ministry is very pleased to have Dutch Lady Malaysia collaborating with the MOE to promote the 1Student 1Sport policy. "We believe school children will benefit tremendously from the Jr. NBA programme. With this structured plan in place, we hope more children will take up and enjoy basketball." Datuk Dr. Khair also encouraged parents to set an example for their children to cultivate a healthy lifestyle and healthy eating habits, which directly affects their children's nutritional wellbeing in the long run. "Both parents and children need to actively source and receive credible knowledge on the importance and benefits of nutrition and exercise. This is where the private sectors can come in to support and promote physical activities and sports programme to help children adopt a healthier lifestyle," he added.

Jr. NBA Malaysia 2014 presented by Dutch Lady Malaysia tipped off today with a coaches clinic at the MABA Stadium. An open clinic for both boys and girls will be held on June 1 at Sekolah Wawasan in USJ15. This year's schedule includes additional clinics leading up to the Selection Camp in August, where the top 40 boys and top 24 girls aged 10 to 14 will be chosen following a series of skills and character assessments to participate in the Jr. NBA National Training Camp in Kuala Lumpur from August 22-24. The National Training Camp, which will be attended by an NBA Legend or Player and feature NBA Cares community outreach, covers a three-day intensive training schedule and culminates with the selection of 10 boys and four girls who will be named as the inaugural Jr. NBA Malaysia All-Stars. These standout campers will receive a unique, overseas NBA Experience trip and the opportunity to play against a counterpart team





from another country later in the year. In addition to the Philippines, Jr. NBA has also launched in Indonesia and Vietnam, with Thailand to follow later this year.

The programme is free and open to players between five and 14 years old. Players between the ages of 10 and 14 will be eligible for top selection during the Selection Camp and National Training Camp.

In addition to Dutch Lady Malaysia, the event is supported by the Ministry of Education Malaysia, Spalding and Westports Malaysia Dragons; while Astro is the Official NBA Broadcaster.

Registration for the June 1 open clinic and the Selection Camp in August is currently ongoing through the official event website at www.jrnba.asia/Malaysia. Fans can also follow us on Facebook at www.facebook.com/jrnbamalaysia. Visit www.bestrong.com.my for more information on Drink.Move.Be Strong. For all things NBA, visit www.nba.com.

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About the NBA

The NBA is a global sports and media business built around three professional sports leagues: the National Basketball Association, the Women's National Basketball Association, and the NBA Development League. The league has established a major international presence with games and programming in 215 countries and territories in 47 languages and NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents. NBA rosters at the start of the 2013-14 season featured a record 92 international players from 39 countries and territories. NBA Digital's assets include NBA TV, which is available in 60 million U.S. homes, and NBA.com, which set a record last year with more than 9.5 billion page views, with more than half of all visitors originating from outside of North America. The NBA is the No. 1 professional sports league on social media, with more than 600 million Likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league and its teams and players have donated more than \$230 million to charity, completed more than 2.8 million hours of hands-on community service, and created more than 860 places where kids and families can live, learn, or play.

About FrieslandCampina

Royal FrieslandCampina N.V. (FrieslandCampina) is a dairy company based in Amersfoort, Holland. FrieslandCampina owns 37 brands, employs 21,186 employees and operates 100 production facilities, branch offices and sub-offices in 28 countries. In 2013, FrieslandCampina reported total revenue of 11.4 trillion Euros and processed 10.6 trillion tons of milk.

FrieslandCampina is wholly owned by Zuivelcoöperatie FrieslandCampina U.A., a dairy cooperative with 140 years of experience and 19,244 farmer members who operate 13,887 dairy farms in Holland, Germany and Belgium. The cooperative aims to valorise





the milk produced by its members and thus create lasting value for all member dairy farmers. Every dairy farmer member owns Royal FrieslandCampina N.V. via the cooperative. Furthermore, the company gives 50% of its net profit to all cooperative members.

FrieslandCampina plays an important role in meeting the daily nutritional needs of hundreds of millions of people across the globe. The product range consists of dairy drinks, baby and infant food, cheese, butter, cream, desserts and dairy-based ingredients. Alongside consumer products, products are also supplied to professional customers active in the baking and health sectors, as well as the food industry and the pharmaceutical sector.

FrieslandCampina has concentrated its commercial activities in four business groups: Consumer Products Europe, Middle East & Africa, Consumer Products Asia, Cheese, Butter & Milkpowder and Ingredients. Well-known FrieslandCampina brands are Campina, Chocomel, Fristi, Friesche Vlag, Mona, Optimel, Vifit, Milner, Frico, Buttergold, Valess, Appelsientje, DubbelFriss, CoolBest, Landliebe, Fruttis, Joyvalle, Yazoo, Milli Mia, Pöttyös, Napolact, NoyNoy, Dutch Lady, Frisian Flag, Foremost, Peak, Rainbow, DMV, Kievit, Domo, Creamy Creation and Nutrifeed.

For more information, please visit www.frieslandcampina.com

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. Today, 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 in brands like Dutch Lady and Friso.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Survey (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.

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Fact Sheet

The Impetus of Drink.Move.Be Strong

Our journey in life depends on what we learn in our early years and childhood. The habits we pick up in these years influence our future. It will define who we will become, and what we can achieve.

Drink.Move.Be Strong is a campaign founded in the fundamental belief that a child's growth and development is heavily influenced by both diet, nutrition and daily exercise.

Findings from SEANUTS, a region-wide nutritional survey conducted across 16,774 children in Southeast Asia, were a key driver in the formulation of the campaign— Drink.Move.Be Strong; focusing on helping address the potential impacts on a child's growth and development based on their current nutritional status.



About Drink.Move.Be Strong

Drink – By encouraging children to drink a glass of milk every day, the campaign will educate children on the goodness of milk and inspire them to pick up good and regular nutritional habits.

Move – Partnering with Jr. NBA, the region-wide initiative hopes to encourage children across ages to lead an active and healthy lifestyle through regular exercise and play.

Be Strong – The holistic approach balances dietary intake with physical exercise and play to support a child's overall wellbeing and set them up for success later in life.

FrieslandCampina's Belief and Commitment

Children will face more challenges if they are not well nourished, and deserve our attention and concerted efforts to help them towards a healthier future.

FrieslandCampina believes in milk's ability to foster our children's future and is committed to working towards providing the day-to-day needs of their developing minds and bodies.

A formula for the ones we love, done daily, with their future in mind, just as our parents gave us the advantage to thrive and endure, we must promise the same to our children. To give them limitless possibilities, to help expose the true potential within their growing bodies.

Our Credo

Change, must come in the form of action. A glass of milk, an hour of sun, a brighter future.

Take the First Step

Sign up for the Jr. NBA clinics and learn more about the Drink.Move.Be Strong campaign at www.bestrong.com.my.



