

press release



Dutch Lady Malaysia's parent company FrieslandCampina launches shared services centre in the country

Petaling Jaya, 3 March, 2017 – Royal FrieslandCampina, one of the world's top five dairy companies has chosen Malaysia to site its shared services centre for Asia. It is the dairy giant's second shared services operation, and with this new centre, FrieslandCampina's global operational finance activities will be serviced from 3 regional centres in the Netherlands, Malaysia and Hungary respectively.

Opened earlier this year, the centre is located at Petaling Jaya alongside the office of its local subsidiary Dutch Lady Milk Industries Berhad. It will provide shared services to FrieslandCampina's business operations across Asia, starting with merging operational finance activities from Malaysia and Singapore.



At the official opening, Erna de Jonge, director of the newly established centre said the choice to set up a regional shared services centre in Malaysia is evident. "Dutch Lady Malaysia represents one of our largest businesses in the region. It has been providing Malaysians with trusted nutrition for more than 50 years and the brand is already a household name in the market. So it makes so much sense to base our regional centre here to lend our initial support to one of our biggest internal customers. Not to mention the pool of qualified workforce here we can tap on to staff the centre," she explained.

Saw Chooi Lee, Managing Director of Dutch Lady Malaysia welcomes the parent company's decision to set up the shared services operation in the country. "We believe the support from the shared services centre will make a difference to various aspects of our business here in Malaysia and I look forward to improvements in our internal processes," she said.

According to De Jonge, the Malaysia-based centre is modelled after the first financial shared services centre in the Netherlands, which has proven to effectively streamline processes, deliver value and optimise financing activities of its Netherlands based business operations.

Specifically on the finance function, she added, "Our ambition is to achieve operational excellence and to create more business impact in a cost-effective way. This can be achieved by maximising standardisation and centralising processes, to result in added value for FrieslandCampina's businesses in the region".

The first Financial Shared Services Centre was launched successfully in 2013 in the Netherlands. Performance to date has shown the effectiveness of the concept in streamlining processes through one way of working, delivering improved and consistent quality to our (internal and external) customers, enhancing control and reducing complexity.

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Caption for attached image of the centre opening:



FROM LEFT: Eric van Blanken, Director of Process Transformation Office Asia; Arnoud Campman, Director of ICT Asia; Saw Chooi Lee, Managing Director of Dutch Lady Malaysia; Erna de Jonge, Director of Financial Shared Services Centre Asia; and Daniëlle Jansen Heijtmajer, Global Process Director of Finance, Shared Services, ERM and Internal Control.



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.

Issued by Dutch Lady Milk Industries Berhad

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