

# press release

## Win Prizes Worth RM1.7 Million\* in 3 Simple Steps

***Dutch Lady 'Mak Hebat, Mak Menang' campaign helps Malaysian mums to be more awesome***



**1 CARILAI 2 SMS 3 MENANG**

Selebriti: Saha Algalhya & Lara Alana Duta Dutch Lady Nutri Plan™

Untuk maklumat lanjut, sila layari [www.smartmoments.com.my](http://www.smartmoments.com.my)

\*Terdahului pada semua dan syarat.  
Semua hadiah yang ditawarkan adalah untuk tujuan promosi sahaja.  
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**Petaling Jaya, 6 March 2017** – Dutch Lady Malaysia is helping Malaysian mums to be more awesome than they already are through its latest campaign *Mak Hebat, Mak Menang*, where mums get to win RM1.7 million\* worth of prizes, including instant rewards of cash prizes worth RM100 x 15,000, 2 x monthly prize of home makeover worth RM50,000 each and 8 x weekly prize of Vespa scooters!

For a chance to win these prizes, all a mum has to do is pick up any 900g pack of Dutch Lady Nutri Plan™ formulated milk powder for children, open it up and check if there is a Dutch Lady® icon inside the pack and send in their details via SMS to redeem RM100 instant cash prize. By doing so, she will also stand a chance to win weekly and monthly prizes!

Understanding motherhood is a continuous learning journey, as a leading formulated milk powder for children brand, Dutch Lady 4-Step Nutri Plan™ with 5X DHA\*\*, a tailored nutrition programme for children 1 to 6+ years of age recognises Malaysian mothers' need for support as she learns to adapt to new roles daily.

Ashlee Ng, Marketing Director of Dutch Lady Malaysia explained, "For the many roles that a mum has to learn to adapt and play, our Malaysian moms are truly amazing;



and as a brand that provides tailored nutrition to support her children's smart milestones, we would like to make that recognition through 'Mak Hebat, Mak Menang' campaign and reward her with prizes that make her an even more awesome mum! So, just take a peek inside your Dutch Lady Nutri Plan™ 900g pack and you may stand a chance to win part of the RM1.7 million\* worth of prizes."

For Scha Alyahya, TV host, actress and ambassador of Dutch Lady Nutri Plan™, she couldn't agree more that a mom has to adapt and perform various roles according to the changing needs of her child.

"Being a busy mom myself, I'm glad that Dutch Lady Nutri Plan™ with 5X DHA\*\* helps me support and adapt to Lara's nutritional needs as she grows from one smart milestone to another. With information from Dutch Lady about how a child needs different support as she grows, I can evolve my guidance to Lara as she goes through the different stages of development. I am an even more awesome mom with Dutch Lady as my motherhood partner!" said Scha.

Blogger mom, Rabiatul Adawiyah expressed her wish to win the campaign grand prize!

"Home makeover is the best prize for me and my family! I'm very concerned with my family's daily nutrition intake, especially my 3-year-old son, Adam Solihin who enjoys a staple diet of milk.

If I were to win the home makeover, it would be a great opportunity for me to renovate my kitchen into an inspirational place to prepare nutritious and balanced meals for my family. I am sure Adam would love to join me in the brand new kitchen to do some fun baking," Rabiatul said.



Don't miss the opportunity to win the great prizes! Look out for the Dutch Lady Nutri Plan™ truck that will tour around Klang Valley area starting 15 March 2017 till 30<sup>th</sup> April 2017. For more information on Dutch Lady 'Mak Hebat, Mak Menang' contest, visit Dutch Lady Malaysia's website at [www.smartmoments.com.my](http://www.smartmoments.com.my).

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Reference:

- \* Terms & conditions apply.
- \*\* Compared to previous formulated milk powder for children formulation (Year 2009)
- ∨ 4-Step Nutri Plan includes Dutch Lady® Curious, Explore, Create and Learn formulated milk powder for children.

**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](http://www.frieslandcampina.com).

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#### **Issued by Dutch Lady Milk Industries Berhad**

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