



MEDIA RELEASE

Say YES to experiences with Friso Gold™

Kuala Lumpur, 29 July 2015 – Friso Gold™ formulated milk powder for children is encouraging Malaysian mothers to say 'Yes' to experiences and to allow children to learn and grow from discovering and experiencing the world around them, especially the outdoors. It is also sharing with Malaysian mums great play tips and ideas to foster closer relationships with their kids.

Speaking at the media launch of Friso Gold™'s *Say YES to experiences* campaign, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia)'s Marketing Manager, Ms Wong Wai Chi said: "Friso Gold™ believes experiences are a child's best teacher. As such, when a mother says 'Yes' to experiences, she is opening up opportunities for her child to explore and learn more of his world, and helping him to grow up to be more confident and well-rounded."

"More importantly, she is also fostering a closer mother-child relationship when she participates in her child's activities and shares the same experiences with him," she continued.

To demonstrate how experiences help mothers and their children discover the world together, Friso Gold™ asked two mothers to join the *YES Experiment* by having them agree to their children's reasonable requests for five consecutive weeks in the *YES Experiment*.

One of the mothers, Liz Yahaya, an engineer and a blogger mum shared that "I was an over-protective mum, I never allowed my children to have pets as I was concerned with their hygiene and health. But when I got my older son Aiden a rabbit, he surprised me by demonstrating he is a responsible child. It just showed that saying 'Yes' has allowed him to grow to be more responsible through experiences!"

Another mother who participated in the experiment, Low Ngai Yuen, an ex-TV host and film producer juggles a demanding career and taking care of her four children. "One of the things that I had to say 'Yes' to during the experiment was to allow all my kids to play in the rain with the objective of addressing my youngest daughter Zi Yi's fear of water. It turned out to be a really fun experience for every one including me, even though I had to get them to wear rain coats, shelter them with umbrellas and follow through with hot baths! And Zi Yi was not afraid to have water on her face for the first time!" recalled Low.

Consultant Paediatrician Dr. Khoo Phaik Choo, agreed with the mothers on the benefits of positive parenting and pointed out that parents who are worried about children falling sick when enjoying outdoor experiences are advised to strengthen their children's natural body



resistance as 80% of immunity is located in the digestive system, maintaining a strong digestive system is the best natural defence against infection. Naturally, a healthy child grows and learns better." said Dr. Khoo.

Also present at the campaign launch was Dutch Lady Malaysia's Corporate Nutritionist, Ms Loo Mei Fong, who explained that Friso Gold™ is the ideal brand to help mums say 'Yes' to experiences as it is formulated to help children strengthen their natural body resistance.

"Friso Gold™ is 100% imported from Holland. It is produced from our farms in Holland where our farmers have a rich heritage of over 140 years of dairy expertise.

Through Friso Gold™'s unique single manufacturing process in our milk production, fresh milk from our farm in Holland is delivered directly to the factory to convert into powder through mild heating. Minimal heat treatment is used to preserve the natural nutrients of milk and make it easier for the child to digest. In other words, every glass of Friso Gold™ seals the natural goodness of milk to help your child stronger from the inside," said Loo.

Friso Gold™ with Frisoshield™ contains essential nutrients, such as Vitamin B6 & C, Selenium, GOS, Zinc and DHA which are important for children's natural body resistance so that they can continue to grow and develop from the inside.

To help Malaysian mums say 'Yes' and bond with their children through outdoor experiences, Friso Gold™ is introducing an exciting activity on its website to get mums started. Every fortnight, a fresh new outdoor play experience idea will be shared on the site. All mums have to do is:

- Log on to www.frisogold.com.my/yestoexperiences
- Pick a suggested idea and recreate the experiences together with your child
- Submit a photo of your experience to gain points and redeem exclusive rewards instantly

"Experiences, big or small, can create unforgettable memories, foster togetherness, and most importantly, help your child learn. Only when your child is strong from inside can he jump into new experiences wholeheartedly and without hesitation. We certainly hope mothers in Malaysia will embrace experiences with the help of our activity on our website," said Wong in conclusion of the campaign launch.

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About Friso Gold™

Friso Gold™ is a brand under FrieslandCampina, a Dutch multinational dairy company. FrieslandCampina developed Friso Gold™ since the early 1960s and is a leading brand in many countries worldwide. Friso Gold™ provides a specific range of products which are maternal milk and formulated milk powder for children. In Malaysia, Friso Gold™ is marketed by Dutch Lady Milk Industries Berhad, which is the leading dairy company in 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, FrieslandCampina, 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, we initiated the South East Asian Nutrition Surveys (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 up to 12 years old were surveyed over a four-year period.

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

Issued by Dutch Lady Milk Industries Berhad

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