

media release

DLMI Optimistic about the Year of the Ox Business Outlook

Year of the Ox sets to bring about positive changes to the local dairy market and the nation's economy at large

PETALING JAYA, 10 February: In the spirit of the Year of the Ox which reflects diligence, dependability, strength and determination, Dutch Lady Milk Industries Berhad (DLMI), the nation's leading dairy company remains highly optimistic about business outlook in 2021.

In 2020, DLMI successfully posted consistent revenue gains for the company, despite the steep economic challenges caused by the COVID-19 global pandemic and Government-enforced lockdowns in order to help flatten the curve.

DLMI Managing Director Tarang Gupta said the company has instituted several strategies to help the business manage the impact of COVID-19 on its sales, boosted by strong fundamentals and Government-initiated economic recovery efforts.

He was speaking after the unveiling of festive decorations involving 58 lanterns for the long-standing DLMI's iconic cow sculptures, located at the company's Petaling Jaya manufacturing plant to usher in the Year of the Ox. The number 58 signifies DLMI's years in Malaysia nourishing the people.

"As a multiracial nation, Malaysia is blessed with a multitude of festivals to celebrate. As a good corporate citizen in this beautiful country, it is apt to celebrate the Lunar New Year by decorating the iconic cornerstone of our business, the dairy cows that provide nourishment from the goodness of milk."





"Our long-term presence in Malaysia is reflective of the continuous economic achievements brought about by sound and consistent government policies," Tarang said.

"DLMI has been serving Malaysians with nutritious, competitively-priced, high-quality milk and dairy products for 58 years with our purpose to nourish Malaysians and help them move forward in life."

DLMI's long history in Malaysia demonstrates the company's continued commitment towards fulfilling its purpose of nourishing the nation and growing milk consumption in Malaysia.

He said DLMI is not just in the business of nourishing the nation but is deeply committed to re-investments for future value creation in the nation's economy.

"With the investments DLMI put in last year, we look forward in playing our role in partnering the Government to fulfil its national agenda in two areas; food security in order to boost domestic food supplies via our ongoing Dairy Development Programme through the Farmer2Farmer Programme, and in supporting the Government's National Health Agenda of achieving better health and nutritional status for Malaysians."

"We have essentially invested in our future now. This can be seen by the purchase of new land at Bandar Enstek in Negeri Sembilan announced last year, to construct future manufacturing facilities that is in line with DLMI's long-term plans of improving its manufacturing capabilities to keep up with the increasing demand for our products and with new customer trends," Tarang said.

"This new facility will provide us with the opportunity to continue with our mission to nourish the nation for the foreseeable future and to cater to the demands of our consumers and in addressing the alarming rise of non-communicable diseases (NCDs) such as obesity and stunted growth, amongst the younger generations.





"DLMI will continue to live up to its reputation as Malaysia's favourite household dairy brand in 2021 and beyond. Let us welcome the Year of the Ox with wishes of health and prosperity for all. Gong Xi Fa Cai, Malaysia," Tarang said.

#StrongMeStrongerUs #NourishingOurNation #StrongwithDLMI

About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (DLMI) 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. DLMI 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.

DLMI, 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 at www.dutchlady.com.my.

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 11.3 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 36 countries and 23,816 employees, and its products are available in more than 100 countries. The Company is fully owned by Zuivelcoöperatie FrieslandCampina U.A, with 17,413 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.

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