

press release

Dutch Lady Milk Industries Berhad donates more than 11,000 milk packs to mosques and suraus in the Klang Valley

PETALING JAYA, April 28: In conjunction with the holy month of Ramadan, Dutch Lady Milk Industries Berhad's (DLMI) Blue Brigade team, a community-led team, distributed more than 11,300 packs of Dutch Lady's UHT 200ml Banana and Kurma milk to 24 mosques and suraus in the Klang Valley.

DLMI's community outreach programme went into overdrive since early April to support local Muslim communities observing the obligatory fasting month. This annual initiative by the Blue Brigade team comprising dedicated DLMI employees, delivered a total of 11,376 mini flavoured milk packs.

The Blue Brigade team is an internal corporate initiative started by well-meaning and passionate employees whose goal is to share the goodness of milk with underprivileged communities. Since its inception in the early 2000s, Blue Brigade has been involved in various community initiatives, including supporting families and individuals suffering from severe food shortages at the height of the COVID-19 lockdowns as well as helping communities badly affected by the massive floods in December 2021.

"As we transition into the endemic phase, we hope communities can rebuild and pick up after two years of lockdowns, job losses and economic slowdown. Many have also lost loved ones and friends to the virus – we believe it is important for us to support underprivileged communities as they observe the holy month of Ramadan," said DLMI Corporate Affairs Director Muhammad Abdul Hadi Abdullah.





"The Blue Brigade will also continue to assist communities which require support this year. We are humbled by the strength and patience shown by ordinary Malaysians during Ramadan. Milk is packed with calcium, protein, and other essential nutrients which may help to support people during their fast," added Hadi.

DLMI, with a long, rich and purposeful history in Malaysia, continues Nourishing the Nation by providing high quality dairy products benefiting those who are observing Ramadan.

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. 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 Milk Industries Berhad, 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.

Issued by Dutch Lady Milk Industries Berhad

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