

Community

A Positive Impact

As one of the leading F&B players in our core markets of Singapore, Malaysia and Thailand, as well as a new entrant in emerging markets, we recognise the impact that our business can have on the local communities.

We also understand that the sustainability of our business is dependent on the stability and well-being of these communities. As such, we view corporate philanthropy as an integral part of our operations. Through corporate giving, community partnerships and employee volunteerism, we aim to create long-term shared value. Our corporate philanthropic programmes centre around the following areas:



Sports



Education and Youth



Environmental Awareness



Community Outreach





The 100PLUS promenade at Singapore Sports Hub is Singapore's largest fully-sheltered free-to-use running-cum-cycling track aimed at promoting community participation

Community



Sports

Through years of brand building and partnerships with sports associations and events, **100PLUS** has cemented its position as a key pillar of the sporting community.

In 2015, **100PLUS** was proud to be appointed the Official Hydration Partner of the 28th SEA Games held in Singapore. On top of providing hydration to all athletes, volunteers and officials participating in the Games, **100PLUS** helped to raise the profiles of and garner support for the athletes representing Singapore and Myanmar. As part of **100PLUS**' commitment to nurturing these athletes, it featured them in its promotional campaigns, both online and offline.

100PLUS has a number of partnerships to nurture our aspiring sportsmen and sportswomen. These include the on-going partnerships with Sport Singapore, Singapore Sports Hub and Singapore Table Tennis Association, as well as the newly-established partnership with the Singapore Swimming Association in FY2015.



The Straits Times Athlete of the Year Award sponsorship

For the 7th consecutive year, **100PLUS** sponsored The Straits Times Star of the Month and The Straits Times Athlete of the Year Award, which highlighted the accomplishments and celebrated the hard work of the athletes. Similarly in Malaysia, **100PLUS** has collaborated with the Sportswriters Association Malaysia, since 2003, to honour the outstanding achievements of both athletes as well as sports journalists.

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100PLUS Malaysian Junior Open Golf Championship



Penang Star Walk sponsorship



OCBC Cycle sponsorship



100PLUS supported school sports events



Color Me Run sponsorship



Maybank Malaysian Open 2015 sponsorship

In Singapore this year, to promote active lifestyles within the community, *100PLUS* and *F&N ICE MOUNTAIN* supported over 20 sporting events ranging from running and cycling to tennis tournaments, and kept more than 210,000 participants hydrated. Most of these sponsorships have been enduring partnerships, such as the Standard Chartered Marathon Singapore, BNP Paribas WTA Finals Singapore, Great Eastern Women's Run, 2XU Ultra Biathlon, SGX Bull Charge, OCBC Cycle, Safra Run and Ride and Illumi Run. *100PLUS* also supported over 70 schools this year as it believes in inculcating the importance of living healthy lifestyles in youths. Continuous support of these sporting events is in line with the ethos of *100PLUS* to be the enabler for all to lead healthy and active lifestyles.

Similarly in Malaysia, *100PLUS* continued its support for many sporting events including the *100PLUS* Malaysian Junior Open

Golf Championship held for the 10th time in 2015. Other sponsored events included Nike We Run KL, Penang Star Walk, ATP Malaysian Open, Bursa Bull Charge, Standard Chartered KL Marathon and Port Dickson International Triathlon.

In Myanmar where *100PLUS* has successfully established its position as a strong supporter of athletes, it has been appointed the Official Hydration Partner of several local sports associations, such as the Ministry of Sports, Myanmar Football Federation and Yangon United Football Club. It was also actively involved in various community sporting events, such as the YOMA Yangon International Marathon and Active Family Day Out.

In Vietnam, hydration sponsorships this year included Color Me Run, Danang International Marathon and Ho Chi Minh City Journalist Association Futsal Tournament.

Community



Cooking demonstration which incorporated F&N NUTRISOY in the preparation of healthier meals



F&N MAGNOLIA book donation drive

Health

F&N NUTRISOY is Singapore and Malaysia's No. 1 soya milk beverage. Leveraging its market leadership positions, the brand has been supporting several events with the objective of promoting heart health.

In Singapore, F&N NUTRISOY continued its long-standing support of the Singapore Heart Foundation, participating again in Go Red For Women. Extended from a luncheon in previous years to a 7-day event in April 2015 at a shopping mall with high footfall, Go Red For Women aimed to educate more women on the risks of heart disease and stroke, which when combined, is the leading cause of death among women in Singapore.

On top of sponsoring F&N NUTRISOY Omega No Sugar Added, a celebrity chef was engaged for a live cooking demonstration to showcase how F&N NUTRISOY could be used in the preparation of healthier meals. There was also an F&N NUTRISOY booth to educate consumers on the benefits of consuming soy for heart health. Similarly in Malaysia, F&N NUTRISOY supported

the education and awareness programmes of The Heart Foundation of Malaysia.

F&N NUTRISOY also partook in HPB's "Cook Healthy. Get More from Life" campaign and engaged consumers through cooking demonstrations which showcased innovative ways to incorporate F&N NUTRISOY in home-cooked meals.

Education and Youth

At F&N, we believe in the investment of our future generations and providing them with opportunities to better their future. We strongly support making education accessible to children and youth through our social programmes as we believe that education is the key to breaking the cycle of poverty.

This year in Malaysia, Dairies Malaysia delivered 400 illustrated values-based educational books, which had been carefully curated, for the children from the tuition centre run by the Kassim Chin Humanity Foundation ("KCHF"). Through its F&N Empowering Lives Through Education Programme ("E.L.I.T.E."), Dairies Malaysia has partnered KCHF since 2011 to assist underprivileged children

and their families with free tuition classes. The objective is to empower these children with knowledge so that they may rise above their conditions and become agents of transformation for their families.

The book donation drive was held over a three-week period in conjunction with World Milk Day. Consumers who attended F&N MAGNOLIA's roadshows were encouraged to nominate books to be donated for this cause. By getting consumers involved in this charitable initiative, Dairies Malaysia helped to spread the message of the importance of literacy and to promote awareness of the challenges faced by the less privileged children living in the more socio-economically challenged neighbourhoods.

Through the E.L.I.T.E. programme, Dairies Malaysia has been contributing RM60,000 (\$21,936) annually to KCHF to help with overhead expenses of running its Pangsapuri Enggang tuition centre. In addition, monthly food aid in the form of F&N milk products have improved the nutritional levels of the children. More than 300 children have benefitted from this programme to date.

This year, renovation works were also carried out at the tuition centre, which supports an estimated 120 students, to improve the premises and offer its students a more comfortable and safe place to study in. Educational software was also installed in the computers that were sponsored to promote digital literacy.

70 students from Sekolah Menengah Kebangsaan Pulau Indah were given a one-of-a-kind outdoor learning experience when they transformed part of their school yard into a mini herb garden. It was Dairies Malaysia's initiative to increase the students' awareness of the importance of herbs in medicinal and culinary uses. The herb garden, sponsored by Dairies Malaysia, features 10 species of edible and medicinal plants and is to be managed by the school's Agro-Technology Club members aged 13 to 17 years old. Dairies Malaysia had adopted the school under its social responsibility initiative to help implement positive environmental change in the neighbouring communities of its Pulau Indah manufacturing facility, which already employs environmental conservation technologies in its operations.

Digital literacy has become a prerequisite in gaining employment in today's rapidly changing world. Recognising that a digital literacy gap exists among underprivileged students, Soft Drinks Malaysia has invested a total of over RM250,000 (\$91,400) since 2010 to promote digital equality among the less fortunate students. At Montfort Boys Town, Soft Drinks Malaysia set up the F&N IT Corner in 2010 to provide IT knowledge and skills to the underprivileged students. This year, it added a fourth IT room which cost RM80,000 (\$29,250) and came fully-equipped with 30 brand new computers,



Students and staff volunteers who participated in the Herb Garden Project



F&N IT Corner

a printer, scanner and internet access, complementing the three other IT rooms which were established over the past few years.

Through this initiative, Soft Drinks Malaysia also continued its sponsorship of enrolling Montfort students in the International Computer Driving Licence ("ICDL") accreditation programme that started in 2011. To date, over 160 students have gained the internationally-recognised ICDL accreditation, giving them the extra edge to secure employment opportunities.

“Digital literacy has become a prerequisite in gaining employment in today’s rapidly changing world.”

Community



The children learned about conservation efforts for the Asian elephant



A unique experience bathing the Asian elephants in the river



Young writers learned about the printing process

For a unique learning experience conducted outside the classroom, Soft Drinks Malaysia organised a team building exercise for 39 orphans from the Yayasan Ilham Pinggir TTDI, an all-boys shelter home. Aged between nine and 17, the boys worked in teams to complete a range of tasks and raised a total of RM4,000 (\$1,460) towards the conservation efforts of endangered Asian elephants. The children trekked through the Elephant Trail where they spotted the Asian elephants and participated in the bathing of the elephants in the river. This exercise not only introduced conservation efforts of endangered animals to the children, it also instilled in them valuable lessons such as team work, the confidence to look beyond their own limitations when completing challenges, and the notion that they could play a part in making a difference to society.

Soft Drinks Malaysia has also been working with Yayasan Ilham Pinggir TTDI since 2008 through a series of social programmes, including the Sudut Iqra, to inculcate good reading habits in children by setting up libraries in schools located in rural locations.

Our Publishing and Printing division also played its role in promoting literacy and getting people, in particular children, to read and write. This year, Marshall Cavendish Education’s Budding Writers Project continued for the 14th time. This project encouraged children aged seven to 16 to hone their creative and artistic skills by developing literary works for other children.

Aspiring young writers submit their stories and illustrations to a panel of judges comprising renowned local authors and publishing professionals. The winners are then given a taste of what it is like

to be a full-fledged author as they experience the entire authorship process from start to finish to see their creations get published. Some of the former winners of the Budding Writers Project have gone on to achieve literary fame.

Times Printers participated in the Print & Media Association of Singapore (“PMAS”) 2015 fund raising event in aid of the Local Enterprise Association Development Programme, which helps with four projects, namely the PMAS Training Academy, Manpower Study, Resource Sharing Platform and Technological Processes and Business Innovation. As part of its participation in these projects, Times Printers provided young and aspiring students a three-month internship opportunity, which allowed them to gain experience through handling projects as they work with their mentors from the company who gave them guidance.

PROTECT THE WORLD'S FORESTS WITH MAGNOLIA

In efforts to save the forest, MAGNOLIA is switching its packaging to Forest Stewardship Council™ (FSC™) certified cartons and wants everybody to Grow Greatness by cultivating the habit of being ecologically responsible.

FSC™ cartons come from responsibly managed forests and other controlled sources where new trees replace the ones that are harvested, either planted or naturally regenerated.

- 1 FORESTS ARE A SOURCE OF LIFE**
70% of Earth's land animals and plants live in forests*
- 2 EFFECTS OF DEFORESTATION**
EVERY 2 SECONDS*, an area the size of a football pitch is lost due to illegal logging
- 3 CONSEQUENCES**
Loss of animal and plant species*
More carbon emissions*
Disrupt water cycle*
Drive change in global climate*
- 4 SAVE THE FORESTS**
 - Reduce, reuse and recycle paper products
 - Encourage others to be environmentally responsible
 - Support environmentally sustainable non-profit organizations such as FSC*

Find out how you can grow your own greatness with MAGNOLIA and win great prizes in our Instagram photo competition! Log on to [facebook.com/MagnoliaSG](https://www.facebook.com/MagnoliaSG) for more details.

*Information obtained from www.nationalgeographic.com, www.greenpeace.com & www.fsc.org



Environmental Awareness

F&N MAGNOLIA switched its packaging to environmentally friendly Forest Stewardship Council™ (“FSC™”) certified cartons in its bid to do its part for the environment. FSC™ cartons are recyclable and renewable, and they come from responsibly-managed forests and other controlled sources where new trees replace the ones that are harvested, either through planting or natural regeneration.

To spread environmental awareness, the brand ran a Grow Greatness social media contest to encourage consumers to recycle their FSC™ F&N MAGNOLIA milk cartons as planters for plants, by providing them with a Grow Greatness Starter Kit containing a jiffy pellet and seeds. A similar contest was also organised within

the Group for F&N employees so as to spread the message of being ecologically responsible.

It also partnered with NTUC Income RUN 350, Southeast Asia’s premier eco-run in support of the 350 global climate movement. This movement aims to raise awareness of the need to lower atmospheric carbon dioxide (CO₂) levels from more than 400 parts per million to below 350 parts per million. The run involved more than 12,000 participants across all ages. F&N MAGNOLIA helped to spread environmental awareness by getting participants to recycle their F&N MAGNOLIA milk cartons. After they had consumed their F&N MAGNOLIA milk after the run, the participants decorated the milk cartons and created unique planters to plant their seeds in, as a personal expression of environmental responsibility.

“F&N MAGNOLIA switched its packaging to environmentally friendly Forest Stewardship Council™ (“FSC™”) certified cartons in its bid to do its part for the environment.”

Community



F&N educated children, teachers and parents on making greener choices



The winning school with the most amount of collected recyclables



The school-level recycling campaign in Penang

In its bid to tackle the increasing waste problem in the country, Soft Drinks Malaysia created a school-level recycling campaign to actively promote the habit of recycling amongst school-going children. Centred upon the 4R philosophy of Reduce, Reuse, Recycle and Rethink, the campaign aims to build lifelong habits in children that would encourage them to make greener choices in their adulthood.

Its recycling campaign held in Shah Alam collected over 118.5 tonnes of recyclable materials in 2015, a 47.5% increase over 2014's 80.4 tonnes. This impressive result was the joint effort of students from 40 pre-schools, primary and secondary schools in the city. With the support of its partners, Tetra Pak Malaysia and the Department of Education Selangor, the campaign has successfully

educated children, teachers and parents to make greener choices in their daily lives since it started in 2006. To date, the campaign has collected over 900 tonnes of recyclable materials in Shah Alam.

Similarly in Penang, Soft Drinks Malaysia held the annual state-wide recycling competition for the fourth consecutive year. This annual competition has seen tremendous response, as well as an increasing number of students from pre-schools, primary and secondary schools taking part in the collection of recyclable materials ranging from aluminium, plastic and e-waste to Tetra Pak cartons. In 2014, a total of 94 schools collected 88.5 tonnes of recyclable materials. Since the implementation of this competition in 2012, close to 200 tonnes of recyclable materials have been collected.



F&N employees built a check dam at Kaeng Krachan National Park, Thailand

“By working together to build the check dam, our employees contributed to the water conservation project at the National Park.”

Employees of the Group have also been actively participating in staff volunteerism programmes to help conserve the environment.

37 employees from Dairies Thailand and Dairies Malaysia came together in June 2015 to build a check dam at Kaeng Krachan National Park, Thailand. A check dam is a small, temporary structure that lasts between three and five years, constructed across a waterway to counter erosion by reducing the velocity of concentrated water flows. Advantages of a check dam include the preservation of water for wild animals and local communities, the reduction of the occurrence of forest fires during the dry season and the prevention of flooding during the raining season. By working together to build

the check dam, our employees contributed to the water conservation project at the National Park.

In conjunction with World Environment Day and to promote awareness of environmental sustainability amongst its employees, Dairies Thailand conducted another tree planting exercise following the successful one last year. To further encourage participation, Dairies Thailand organised a contest for staff to submit photographs of the trees that they had planted in 2014 to gauge how much they had grown. Conducted in the area of its manufacturing facility in Rojana, this tree planting exercise not only enhanced the biodiversity of the area, but it also helped reduce its carbon footprint.

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Community Outreach

In December 2014, Malaysia's east coast experienced one of the worst floods in recent times which resulted in extensive infrastructural damage and the displacement of more than 200,000 people. Soft Drinks Malaysia acted swiftly to form a task force to distribute *F&N ICE MOUNTAIN*, *F&N NUTRISOY*, *F&N MAGNOLIA* sterilised milk and *F&N* condensed milk to the communities within Dungun, Kemaman, Setiu and Besut in Terengganu, and Pasir Mas, Tumpat and Kuala Krai in Kelantan. Together, Fraser & Neave Holdings Bhd ("F&NHB") and F&N Beverages Marketing Sdn Bhd contributed RM200,000 (\$73,120) worth of products to flood relief centres in the worst-hit areas of Terengganu and Kelantan.

While getting supplies to the flood relief centres, the F&N task force noticed that the donated goods could not reach the people in rural areas who were not able to take shelter at the flood relief centres due to the flood situation. The F&N task force then took the extra step to deliver items door-to-door in Manek Urai, which was only accessible via four-wheel drive trucks. With the support its distributor, the team distributed *F&N ICE MOUNTAIN* and blankets to over 400 houses deep within the villages. As a show of their gratitude towards the F&N team, some of the residents even shared a simple meal of instant noodles with the F&N employees, despite having limited food resources.

F&N is a heritage brand synonymous with festive celebrations. It thus endeavours to share festive joy with the less fortunate groups within our communities.

In the spirit of *Ramadan*, where the breaking of fast is a communal affair, Dairies Malaysia treated the children from Rumah Anak Opah Hasnah to a sumptuous *buka puasa* (meaning breaking of fast) feast, followed by the distribution of gifts and *duit raya*, which are green envelopes containing money given by adults as a form of blessing. Dairies Malaysia has supported Rumah Anak Opah Hasnah over the years in the form of donations and a makeover of its premises.



F&N distributed its drinks to flood relief centres



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“...the team distributed *F&N ICE MOUNTAIN* and blankets to over 400 houses deep within the villages.”



F&N shared festive joy with the less fortunate

Dairies Malaysia also reached out to single mothers to empower them with skills and knowledge to cultivate an entrepreneurial mindset. Recognising the fact that many single parents face financial challenges and may lack specialised job skills, Dairies Malaysia collaborated with a celebrity chef to impart her culinary skills in a hands-on cooking workshop, as well as a business planning expert to inspire those who have dreams of starting their own business.

Soft Drinks Malaysia's annual "Majlis Berbuka Puasa Bersama F&N Beverages", which means to end fasting with F&N Beverages during *Ramadan*, aims to spread hope and joy among underprivileged children. This year, Soft Drinks

Malaysia treated 35 children from Rumah Amal Raudhatul Jannah, a home for orphaned, abandoned or children from underprivileged families, to a sumptuous feast. The children were also given a goodie bag each containing new clothes for Hari Raya and *duit raya*.

Soft Drinks Malaysia also brought the fourth edition of the F&N Beverages Deepavali Shopping Programme to the underprivileged children from Sayang Children's Home (Rumah Jagaan Kanak-Kanak Sayang). Under the accompaniment of employees from Soft Drinks Malaysia, each child picked out their own Deepavali outfit and was treated to a festive lunch. Due to their background, most of the children had never experienced the freedom and joy

of shopping for festive clothing. Through this initiative, it was Soft Drinks Malaysia's objective to empower these children with decision-making skills as they selected their own outfits.

In a similar fashion to celebrate Christmas, Soft Drinks Malaysia hosted 33 boys, aged six to 20, from the Salvation Army Boys' Home to a shopping spree, lunch and a movie screening. While they usually received clothes from donors, this time, they were empowered to select clothes and presents of their own liking. Each of them also returned to the Home with a goodie bag containing F&N products, books and stationery items to help them get started for the new year.



Mothers were taught how to prepare nutritious meals for their family



A joyous moment as the boys examined their new clothes for Hari Raya



The F&N Beverages Deepavali Shopping Programme



Children from the Salvation Army Boy's Home were treated to a shopping spree