

# 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.

In this section:



Sports



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## 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. 100PLUS supports national sports bodies and athletes, as well as encourages individuals to lead an active lifestyle through its sponsorships of public sporting events.

As Singapore's No.1 isotonic drink, 100PLUS continued to support sports development and endorse active lifestyles through sponsorships. In conjunction with Rio 2016 Olympics, 100PLUS launched a set of three limited edition cans featuring table tennis, swimming and running to rally Singaporeans to support Team Singapore athletes. As Supporter of the Singapore National Olympic Council, 100PLUS provided hydration to Team Singapore athletes while they trained in the three months leading up to Rio 2016 Olympics. 100PLUS also participated in Olympic Day, an event commemorated worldwide to celebrate the Olympic ideals and encourage individuals to get active.

100PLUS organised the "Run for Good" event in Singapore to encourage Singaporeans to lead active lifestyles by rewarding them with a fitness tracker for clocking 1.5km in 10 minutes on a treadmill. 100PLUS also took the opportunity to raise awareness for SportCares, an organisation which works to improve the lives of underprivileged children and youth-at-risk through sports, by donating to SportCares Foundation for every kilometer covered by participants. Over the two-day event, 100PLUS highlighted



the importance of exercise to the public, clocked over 1,360 km by 814 participants and donated \$25,000 to SportCares Foundation.

100PLUS has a number of partnerships to nurture our aspiring sportsmen and sportswomen. These include the ongoing partnerships with Singapore Swimming Association, Singapore Badminton Association, Singapore Table Tennis Association and Singapore Sports School.

For the 8<sup>th</sup> year running, 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 of Malaysia, since 2003, to honour the outstanding achievements of both athletes as well as sports journalists.

In Singapore this year, to promote active lifestyles within the community, 100PLUS and F&N ICE MOUNTAIN

continued its support for several sporting events ranging from running and cycling to tennis and rugby, including OCBC Cycle, Standard Chartered Marathon Singapore, SGX Bull Charge, The New Paper Big Walk, Sundown Marathon, The Color Run, SMBC Singapore Open, HSBC Rugby Sevens and WTA Finals Singapore. Most of these sponsorships have been enduring partnerships. Continuous support of these sporting events is in line with the ethos of



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*100PLUS* to be the enabler for all to lead healthy and active lifestyles.

In Malaysia, *100PLUS* is proud to be the Official Isotonic Drink for the 29<sup>th</sup> SEA Games and 9<sup>th</sup> ASEAN Para Games to be held in Kuala Lumpur in 2017. RM3 million has been pledged by *100PLUS* in support of both Games. *100PLUS* was also the Official Isotonic Drink for the 28<sup>th</sup> SEA Games and 8<sup>th</sup> ASEAN Para Games held in Singapore in 2015.

Following its resounding success last year, the *100PLUS* Outrunner night race, organised by *100PLUS*, returned this year with more than 10,000 runners. Designed to encourage individuals of different fitness levels, ages and gender to get active, a variety of race categories were created.

Sporting events supported by *100PLUS* included the *100PLUS* Badminton Team Championship 2016, which saw 73 teams compete for an all-expenses paid trip to Rio 2016 Olympics to support the Malaysian badminton team, the *100PLUS* Malaysian Junior Open Golf Championship, held for the 11<sup>th</sup> time in 2016, as well as the 2016 EurAsia Cup, Purple League and Million Dollar Feet to uncover young football talents.

In support of the traditional Malay martial art of self-defence and to help raise the profiles of local silat champions, *RANGER*, our new energy drink, supported the inaugural OneSilat World Championships Series, where 80 contenders from 17 countries competed for the world championship belt.



In Myanmar where *100PLUS* has cemented its position as a strong supporter of athletes, it continued as the Official Hydration Partner of Myanmar Football Federation and extended its sponsorship this year to include Myanmar Golf Federation. It also carried on its sponsorship of community sporting events, such as the YOMA Yangon International Marathon, Active Family Day Out and Bagan Temple Marathon.

In Vietnam, *100PLUS* continued its sponsorship of the Ho Chi Minh City Media Futsal Tournament, Danang International Marathon, District 4 Charity Walk & Cycling Tournament, Under-18 National Tennis Tournament and the International Table Tennis Competition. *100PLUS* also sponsored the Ho Chi Minh City Student Union to support high school and university students. In Thailand, *100PLUS* supported 34 running and cycling events and has become the preferred beverage partner of event organisers.

## Key Highlights



RM3m pledged for  
29<sup>th</sup> SEA Games and  
9<sup>th</sup> ASEAN Para Games

## HEALTH

*F&N NUTRISOY* is Singapore'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. *F&N NUTRISOY* continued its long-standing support of the Singapore Heart Foundation, participating in World Heart Day 2016 and the National Heart Health Week to educate the public on heart health and making the right choices to reduce risk of cardiovascular disease.

This year, F&N extended its partnership with Singapore's Health Promotion Board ("HPB") to bring more health awareness programmes to Singaporeans. As part of HPB's "Eat Drink Shop Healthy" campaign, *F&N NUTRISOY* engaged a celebrity chef for a live cooking demonstration to showcase how *F&N NUTRISOY* could be used in the preparation of healthier and fuss-free home-cooked meals. Besides *F&N NUTRISOY*, F&N's portfolio of other healthier beverages *100PLUS*, *COCO LIFE* and *F&N MAGNOLIA* also supported the campaign to educate consumers to make healthier food and beverage choices.

As a key partner of HPB's month-long "Healthier Lifestyle Festival SG", consumers could take part in a slew of activities aimed at motivating them to get active and make smart food choices at the F&N booth, on top of sampling our wide array of products endorsed by HPB as 'Healthier Choice' beverages.

In Malaysia, in conjunction with World Milk Day, *F&N MAGNOLIA* promoted the benefits of milk as





**Key Highlights**



Over 200 Students gained the ICDL accreditation



an essential source of nutrition by running a campaign to reward consumers with free 1L packs of *F&N MAGNOLIA* UHT milk in exchange for any empty milk pack of any brand. It also extended milk aid to 10 children's homes.

Publishing & Printing's Times NewsLink teamed up with Lagardère Travel Retail, its joint venture partner, for a fundraising event in support of Assisi Hospice, a charity organisation which provides palliative care for those with life-limiting illnesses. All the funds raised helped to purchase 10 new electronic beds with special equipment to help and support the patients.

**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.

Fraser & Neave Holdings Bhd ("F&NHB") has partnered the Kassim Chin Humanity Foundation ("KCHF") in Malaysia 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. F&NHB has set up an e-Learning centre equipped with educational software, provided financial assistance for the upkeep of the KCHF tuition centre and contributed food aid in the form of milk products through the F&N Empowering Lives Through Education ("E.L.I.T.E.") programme. To date, more than 600 children have benefitted from the free tuition classes under the F&N E.L.I.T.E. programme.

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, F&NHB has invested over RM250,000 since 2010 to promote digital equality among the less

fortunate students. At Montfort Boys Town, the F&N IT Corner was set up in 2010 to provide IT knowledge and skills to the underprivileged students. This year, F&N continued its sponsorship of enrolling Montfort students in the International Computer Driving Licence ("ICDL") accreditation programme that started in 2011. The programme imparts skills and competencies to use a computer and common useful computer applications. In March 2016, the 5<sup>th</sup> batch of 48 students graduated from the programme. To date, over 200 students have gained the internationally-recognised ICDL accreditation, giving them the extra edge to secure employment opportunities.

Publishing & Printing also played its role in promoting literacy and getting people, in particular children, to read. In Singapore, the Times Junior Book Review Club was established to instill a love of books and reading in the young generation. The book reviews from children for children are shared on Times social media



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platforms as well as on in-store review boards.

Times Bookstores also collaborated with the National Heritage Board in August 2016 to heighten awareness for the “Speak Mandarin” campaign, supporting the campaign by sponsoring its space at Times Waterway Point as a venue for the Story Challenge.

In support of Changi Foundation, the philanthropic arm of Changi Airport Group, Times NewsLink has started offering, on an annual basis, job attachments and career development programmes for students who might not be strong academically but are able to make positive contributions to the community.

In Hong Kong, Marshall Cavendish Education donated English language books to Northwest Normal University in Sichuan and Gertrude Simon Lutheran College in Hong Kong, respectively, to provide the students with more reading resources to help enhance their language and reading skills, as well as enrich their literary journey.

## ENVIRONMENTAL AWARENESS

F&N partnered NTUC Income RUN 350, Southeast Asia’s premier eco-run in support of the 350 global climate movement, for the 2<sup>nd</sup> consecutive year in FY2016. This movement aims to raise awareness of the need to lower atmospheric carbon dioxide (CO<sub>2</sub>) levels from more than 400 parts per million to below 350 parts per million. This year, close to 13,000 participants across all ages participated in the event. As the Official Hydration Partner, 100PLUS was proud to be part of this initiative



which promoted environmental consciousness through sports.

In Malaysia, to tackle the increasing waste problem in the country, F&NHB created a school-level recycling campaign to actively promote the habit of recycling amongst school-going children. Centred upon the 5R philosophy of Reduce, Reuse, Recycle, Rethink and Reinvent, the campaign aims to build lifelong habits in children that would encourage them to make greener choices in their adulthood. The campaign has gained momentum amongst schools, with increasing participation and volumes of recyclables collected every year.

This recycling programme was carried out in Penang for the 5<sup>th</sup> consecutive time in FY2016. Held over four months, it attracted participation from 90 schools and achieved a record collection of recyclables amounting to more than 127 tonnes.

Similarly in Shah Alam, where the programme has been implemented for 10 years in partnership with the Shah Alam City Council, a record

volume of over 121 tonnes of recyclables was collected over a five-month period. The recyclable materials included aluminium cans, plastic bottles, paper and Tetra Pak materials collected from the students’ homes and surroundings.

There are plans to replicate this recycling campaign in other parts of Malaysia to spread the message of being environmentally responsible to more students, given the success of the programmes in Penang and Shah Alam.

Employees from Dairies Thailand did their part for the environment by helping to restore Thailand’s coral life which has been destroyed by global warming, pollution and human activity. Through the Save Our Seas initiative carried out on Samae San island, F&N employees built a coral nursery with 30 small coral fragments grafted onto frames. The newly-planted coral fragments will need four to five years in the nursery before they can be transferred to their natural environment.


## COMMUNITY OUTREACH

F&N’s community outreach programmes not only aim to contribute meaningfully to our community, but also instil a spirit of volunteerism in our employees.

In Singapore, we partnered Lion Befrienders, a voluntary welfare organisation which provides friendship and care for seniors, in a series of programmes, including a talk on understanding and connecting with the elderly, and a day out with the seniors. 82 F&N employees accompanied 65 seniors from Lion Befrienders at a carnival, where the seniors could play games and shop for food and drinks



**Key Highlights**



More than 248 tonnes of recyclables collected in FY2016

using vouchers provided by F&N. All the seniors also received an F&N goodie bag.

As a 133-year old company with well-known brands synonymous with festive celebrations, F&N endeavours to share festive joy with the less fortunate groups within our community. During the year, in Malaysia, our staff volunteers raised funds through their own efforts to purchase essential electrical items and stationery for 71 children from the Persatuan Penjagaan Kanak-Kanak Cacat Klang Selangor, a home for the physically and mentally-challenged. Our staff volunteers brought the children gifts, including F&N products, engaged them in games, songs and dances, and helped cleaned up the home.

To spread festive cheer during the Lunar New Year, F&NHB gave haircuts and distributed goodie bags and red pockets to the elderly residents of the Home of the Aged (C.W.S.) Simee. In the spirit of *Ramadan* and as part of F&NHB's tradition, children from two homes, Rumah Khadijah Anak-anak Yatim Puteri and Rumah Siti Khadijah Anak-anak Tahfiz Putera, were treated



to a sumptuous *buka puasa* (meaning breaking of fast) feast. Dinner was followed by the distribution of gifts and *duit raya*, which are green envelopes containing money given by adults as a form of blessing. For Deepavali, F&N employees took children from Sri Sai Home out on a shopping spree where they picked out their own Deepavali outfits. The children were then 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 F&NHB's objective to empower these children with decision-making skills as they selected their own outfits.

in the Candle Festival Parade in conjunction with Buddhist Lent Day (Wan Khao Phansa).

F&N made several donations this year to the less fortunate. In Malaysia, in conjunction with *Ramadan*, F&NHB partnered one of the television networks to inspire acts of kindness in a nationwide charity drive and donated RM300,000 to the television network's charity fund. F&NHB also donated RM200,000 to the Spastic Children's Association of Selangor and Federal Territory to support the development of a new building to accommodate more children, as well as the improvement of rehabilitation services, including research and development for cerebral palsy.



Also held during *Ramadan*, our printing plant in Malaysia organised an open house with Rumah Amal Limpahan Kasih, inviting 30 orphans to participate in its celebrations. Staff also purchased clothes for and donated books to the children.

In Myanmar, in aid of rebuilding efforts for the local communities adversely affected by severe flooding and the 6.8 magnitude earthquake, F&N Myanmar donated 15.3 million Kyats to the Myanmar Red Cross Society.

In Thailand, 50 employees from our manufacturing plant in Rojana helped the local community in Phra Nakhon Sri Ayutthaya Province to clean up a temple and participated