

Corporate Social Responsibility

The Group considers corporate social responsibility ("CSR") as part of the continuing process of building long-term value. An effective CSR would help the Group to differentiate itself as well as improve the quality of life for the community and society at large.

For year 2007, the following activities were undertaken by the Group as its responsibilities towards the customers, employees, shareholders and community:

COMMUNITY RELATIONS

1. Charity for flood victims in Muar, Johor

On 8th January 2007, Malayan Flour Mills Berhad has sponsored flour to Gardenia Bakeries (KL) Sdn Bhd to produce 72,000 breads and Mamee-Double Decker (M) Berhad to supply 40,000 cups noodles to the flood victims in Muar, Johor.



2. HSBC Community Triangle-thon

Malayan Flour Mills Berhad has sponsored The HSBC Community Triangle-thon held on 4th February 2007 to raise funds for 10 selected charities namely Diabetics Association, National Stroke Association, Women Aid Organisation, Montfort Boys & Girl, Shelter Home for Children, Persatuan Mobiliti, Yayasan Harapan Kanak-Kanak Malaysia, Hospis Malaysia, Malaysian Association for the Blind and Alzheimer's Disease Foundation.

3. Maulidur Rasul Celebration

On 8th April 2007, Dindings Poultry Processing Sdn Bhd has organised a Maulidur Rasul celebration for the second time at its own plant compound. An estimated 300 guests attended the function.

After the opening speech, the guests were entertained with nasyid songs by Dindings Poultry Processing employees' nasyid group. After that a religious speech was given by the invited speaker, Ustaz Ahmad bin Mohd Amin, a religious officer from Royal Malaysian Navy in Lumut. The speech was about Islamic values that should be practised in the life of each Muslim.

Before the ceremony ended, a marhaban group from An-Nasriyah mosque in Sitiawan together with another marhaban group from Royal Malaysian Navy in Lumut entertained the guests with their marhaban songs. At the end of the ceremony, lunch was served to the guests.



Corporate Social Responsibility (cont'd)



4. Rotary Club of Sitiawan – Rotary Charity Project

As part of its responsibility to the society, Malayan Flour Mills Berhad has donated to the Rotary Charity Project organised by the Rotary Club of Sitiawan to bring happiness and hopes to the needy, handicapped and the aged.

5. University of Malaya, International Institute of Public Policy and Management (“INPUMA”) - International Conference

Malayan Flour Mills Berhad was proud to play a role in promoting and enhancing good governance in the public sector by being the Co-Sponsor for the International Conference on “Democratisation and Good Governance in the Malaysian Public Sector” and Public Lecture on “Constitutional Challenge and Political Change in the United Kingdom” organised by INPUMA on 13th -14th August 2007.

The topics delivered at the Conference and Public Lecture were crucial as there were calls for the Public Sector to practice good governance if it is to retain public confidence, legitimacy and credibility in the eyes of the public.



Corporate Social Responsibility (cont'd)

6. Malaysian National Shippers' Council - World Shippers' Conference 2007

Malayan Flour Mills Berhad participated in the World Shippers' Conference 2007 on "Maritime Competition, Exporters / Importers Challenges" which was held on 18th September 2007 as the Silver Sponsor.

The conference was organised by the Malaysian National Shippers' Council and managed by the Federation of Malaysian Manufacturers.



7. Rebuild School Project – SJK (C) Tit Bin, Perak

Malayan Flour Mills Berhad also did its part to improve education by contributing to SJK (C) Tit Bin, Perak for its reconstruction project.

8. Wawasan Education Fund – "Road to Dawn" Charity Premiere

Malayan Flour Mills Berhad has contributed to the "Road to Dawn" Charity Premiere organised by Wawasan Open University ("WOU") for its fund raising project.

Wawasan Education Foundation ("WEF") is founded in year 2000 and it funded WOU to organize distance learning programmes for people who are unable to attend full time education. At as todate, WEF has helped more than 700 WOU students who received financial support from WEF.

9. PUSPANITA – Contribution to Single Mothers / Orphans

Malayan Flour Mills Berhad has co-sponsored the celebration of Hari Raya 1428H organised by PUSPANITA of Manjung District for the single mothers and orphans. During the function, contribution was also given to each of the single mothers and orphans.



CORPORATE EVENTS

1. Participation in the World Halal Forum

Dindings Poultry Processing Sdn Bhd, a poultry processing company, had participated in the World Halal Forum which was held from 7th – 8th May 2007 as the Event Sponsor. The World Halal Forum is the premier global halal industry event where all its' leaders meet to discuss religious, business and economics issues concerning the halal industry.



2. Participation in the Malaysia International Halal Showcase (“MIHAS”)

Dindings Poultry Processing Sdn Bhd also participated in the Malaysia International Halal Showcase 2007 (“MIHAS 2007”) which was held from 9th – 13th May 2007. MIHAS was organised by the Malaysia External Trade Development Corporation in collaboration with the Ministry of Entrepreneur and Cooperative Development Corporation and the Islamic Dakwah Foundation. MIHAS 2007 was the world's largest halal trade fair and Malaysia's largest food and beverage exhibition which provide opportunity for the business community to network and trade with international buyers seeking new products and ideas.



3. Annual General Meeting

The Company's 47th Annual General Meeting (“AGM”) was held on 19th June 2007 at the Auditorium, 3rd Floor, Wisma MCA, Jalan Ampang, 50450 Kuala Lumpur.



4. Mid Autumn BBQ Party

The Company has organised a poolside BBQ party in celebration of the Mooncakes Festival on 11th September 2007. There were lots of games, prizes, lucky draws and laughter.



Corporate Social Responsibility (cont'd)

5. Livestock Asia Expo & Forum 2007

Subsidiaries, Dindings Poultry Processing Sdn Bhd, Dindings Soya & Multifeeds Sdn Berhad and MFM Feedmill Sdn Bhd had participated in the Livestock Asia Expo & Forum 2007 which was held from 23rd – 25th October 2007 as one of the sponsors. The exhibition was hosted by the Department of Veterinary Services, Ministry of Agriculture & Agro-Based Industry and endorsed by MATRADE. The exhibition was an opportune time for key industry players to meet and be updated on the latest development in animal nutrition leading to food safety and quality. In addition, this exhibition served a perfect platform to network and share experiences with industry members.



6. Christmas Tea Party Gathering

A Christmas tea party gathering was organised to bring joy to the Head Office staff in celebration of the Christmas and New Year on 29th December 2007. A wide range of mouth-watering foods was prepared by its own staff and the most exciting part of the gathering was the "Gift Exchange Program".

