

Corporate Social Responsibility

The Group sees Corporate Social Responsibility (“CSR”) as a continuing commitment to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Hence, it is fully committed to being a deeply responsible company contributing positively to the communities.

For year 2008, the following main activities were undertaken by the Group as its responsibilities towards the customers, employees, shareholders and community:

COMMUNITY RELATIONS

1. Maulidur Rasul Celebration

On 13 April 2008, subsidiary, Dindings Poultry Processing Sdn Bhd (“DPP”) had organised a Maulidur Rasul celebration for the third time at its own plant compound. The ceremony was held on the main road in front of the administration office. Estimated guests who attended were about 250 people.

After the opening prayer and speech, the guests were entertained with nasyid songs by DPP employees’ nasyid group. The religious speech was then presented by an invited speaker, Ustaz Ibrahim bin Zakaria, from Maahad Tahfiz Kampung Ngor, Sauk, Kuala Kangsar. The content of the speech was about the Work Ethics in Islam and he outlined eight criteria to be implemented as a need for an employee.

Before the ceremony ended, the members of Kumpulan Marhaban Daerah Manjung presented their marhaban songs. At the end of the ceremony, lunch was served to the guests.



2. Donation to the victims of the Sichuan earthquake in China

Answering the call for humanitarian assistance, Malayan Flour Mills Berhad's Managing Director, Mr Teh Wee Chye together with two of its Board Members paid a visit to the Embassy of the People's Republic of China and presented a contribution of RM50,000 to the Head of Chancery & First Secretary in Malaysia, Mr He MingSheng on 3 June 2008.



The donation was made to ease the burden of the victims of the Sichuan earthquake in China.

3. Lung Foundation of Malaysia ("LFM")

Malayan Flour Mills Berhad had co-sponsored a Charity Concert with the legendary Alleycats organized by the Lung Foundation of Malaysia. The contribution was to assist LFM in gathering funds to improve the standard of care and treatment of patients with chronic lung diseases and thus, enabling them to lead a better quality lifestyle with minimal suffering.



4. Educare Centre

Malayan Flour Mills Berhad also contributed to the Educare Centre, run by the FMDM ("Franciscan Missionaries of the Divine Motherhood") Sisters, for its fund raising dinner to raise funds for sponsoring activities of Educare children.

5. D'Home Mental Health Association

Donation was also given to the D'Home Mental Health Association to support its charitable work for mental patients in Northern Malaysia.

6. RMCC-Tropicana Charity Golf Championship 2008

Malayan Flour Mills Berhad had also given its support to Ronald McDonald Children's Charities Fund of Malaysia ("RMCC") by sponsoring the RMCC-Tropicana Charity Golf Championship 2008, an event to raise fund for underprivileged children.

7. Old Folk's Welfare Association

Responding to the appeal for donations for the Manjung Welfare Home for the Aged, Malayan Flour Mills Berhad had contributed to the fund raising dinner organized to raise funds for the daily needs of the home.

Corporate Social Responsibility (cont'd)

CORPORATE EVENTS

1. Annual Dinner & Dance

Annual Dinner and Dance was held in appreciation of the hard work and dedication of the employees of the Group. The function was held at four different locations namely Kuala Lumpur, Lumut, Johor Bahru and Kota Bharu to enable the employees at the various locations of its plants and branches to attend the function.



2. Master Distributors Programme

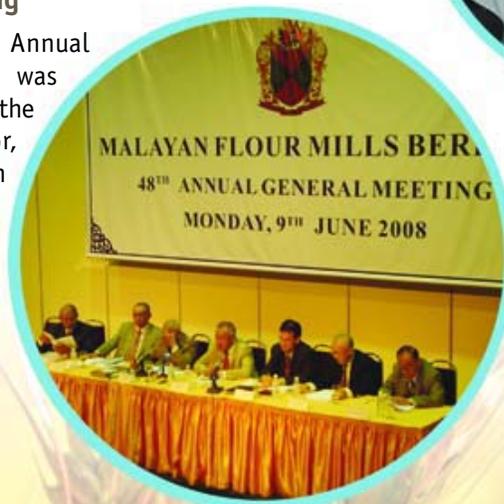
Subsidiary, Dindings Poultry Processing Sdn Bhd ("DPP"), launched its Master Distributors Programme ("MDP") on 9 May 2008 at the The Zon Hotel, Kuala Lumpur.

The MDP was implemented to motivate distributors to further grow the poultry business together. An annual incentive programme was presented to the master distributors covering the Northern, Southern and East Coast regions of Peninsular Malaysia.



3. Annual General Meeting

The Company's 48th Annual General Meeting ("AGM") was held on 9 June 2008 at the Auditorium, 3rd Floor, Wisma MCA, Jalan Ampang, 50450 Kuala Lumpur.



4. Participation in the “Konvensyen dan Karnival Halal Kelantan 2008”

Subsidiary, Dindings Poultry Processing Sdn Bhd (“DPP”), reached out to East Coast consumers through its participation in the “Halal Carnival” in Kota Bharu. This carnival was organized by the Jabatan Hal Ehwal Agama Islam of Kelantan from 23 - 29 July 2008 and was held in conjunction with Visit Kelantan Year 2008.



The event played an educational role in providing a place where all its’ leaders and visitors met to obtain the knowledge on the use of the Halal logo and helped the users to have a better understanding on the system of issuance of Halal certificate. The event which was held daily at Dataran Stadium Sultan Muhammad Ke IV with exhibitors from Singapore, Brunei, Indonesia and Thailand attracted more than 80,000 visitors.



At the event, DPP’s frozen Processed Poultry Products such as nuggets, fried chicken, chicken ball, chicken burger patties, cocktail sausages and smoked frankfurters were introduced and promoted through sampling and lucky draw activities.

DPP products were sold on site and the Ayam Dindings brand is reinforce once again in the minds of the consumers.

5. Mid Autumn BBQ Party

A poolside BBQ party in celebration of the Mooncakes Festival was held on 29 August 2008. As usual, there were lots of games, prizes, lucky draws and laughter at the party.



Corporate Social Responsibility (cont'd)

6. Mooncakes Demonstration

It was an educational experience for shoppers at the Bandar Utama shopping complex when Malayan Flour Mills Berhad's ("MFM") staff presented a mooncake-making demo on 6 September 2008 in conjunction with the Mid-Autumn Festival celebration.

The 'chefs' were none other than Sr Food Technologist, Ms Koo Hui Mian and Flour Technical Manager, Mr Chia Kau Mon from the Pasir Gudang plant in Johor.

The crowd comprising mostly of female enthusiasts, were shown the preparation of the dough of Flaky and Traditional mooncakes. They were briefed on the various varieties of flour manufactured by MFM and were also introduced to the Superfine flour used for making mooncakes.

The baked mooncakes were later handed out to the audience for sampling.



7. Sales Convention

Subsidiary, Dindings Poultry Processing Sdn Bhd ("DPP") held its second Sales Convention with its distributors on 10 October 2008 at Awana Genting Highlands Resort.

The convention was officiated by the Managing Director, Mr Teh Wee Chye. DPP's tagline, MY BRAND MY CHOICE, was launched by the Senior General Manager, Mr WT Low. T-shirts with the embroidered tagline were given to all distributors.

The focus of the convention was to introduce a few new key distributors appointed since July 2008 in the Central & Southern Regions. To encourage and motivate sales growth, 2009 Partner Reward Point Systems was introduced to the distributors.



8. Hari Raya and Deepavali Open House

An open house was organised at the Head Office in celebration of the Hari Raya and Deepavali on 31 October 2008. The staff enjoyed the feast to the fullest.

9. Christmas Party

A Christmas party was organised to bring joy to the Head Office staff in celebration of the Christmas on 12 December 2008. A wide range of mouth-watering foods was served and the most exciting part of the gathering was the 'Gift Exchange Program'.

