



**PRESS RELEASE
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Central Sugars Refinery and NADI Collaborate To Promote A Healthy Lifestyle and Fight Diabetes

SUBANG JAYA, 18 OCTOBER 2018: Central Sugars Refinery Sdn Bhd (CSR), together with the National Diabetes Institute, Malaysia (NADI), marked a big milestone today, with the signing of a Memorandum of Agreement (MOA) to promote a healthy lifestyle among Malaysians; with a commitment to spread awareness of consuming sugar responsibly and fighting diabetes. As part of the collaboration, CSR will be supporting NADI's *'Promote Healthy Lifestyle, Fight Diabetes'* Programme that looks to conduct educational activities for the local communities.

According to the latest estimates, based on the World Health Organisation (WHO) criteria, almost 14% of Malaysia's population fall under the 'obese' category, and a further 40% are overweight. With growing concerns over increased health risks such as obesity, diabetes and other health issues associated with high sugar consumption, today's ceremony is the beginning of a long journey for CSR and NADI to encourage the public to consume sugar responsibly.

Through NADI's *'Promote Healthy Lifestyle, Fight Diabetes'* Programme, CSR will be a Major Partner and both organisations are collaborating to address these concerns by engaging the rural and urban Malaysian communities through roadshows and health screenings. CSR will also support two issues of NADI's "*NADI Diabetes*" Magazine per year, that advocates healthy living, and provides tips and guides to Malaysians with Type 1 and Type 2 diabetes for optimal control of diabetes and other associated conditions. Additionally, CSR and NADI will spread awareness to every home in Malaysia through the release of a new product packaging with NADI's *'Promote Healthy Lifestyle, Fight Diabetes Program'* logo that captures both organisation's support of a healthy lifestyle.

"We are extremely excited and see this collaboration as a great opportunity for us here at CSR to continue and remain committed to encourage the community to consume sugar in a responsible manner in accordance to our lifestyles. NADI is the perfect organisation to partner with as it exemplifies a vision, in line with CSR's, to promote a healthy lifestyle, fight diabetes and other associated diseases. We want to thank NADI for giving us this platform to make a difference in the lives of Malaysians," says Hishammudin Hasan, Chief Executive Officer of CSR.

“We are very honoured to be working with the CSR team who will be instrumental in providing funding to support the educational activities organised by NADI. Through the support for NADI roadshows and screenings, CSR will be indirectly helping the government in the prevention and early diagnosis of diabetes and associated diseases such as overweight and obesity, high blood pressure, high blood cholesterol level and heart disease so that early and effective treatment can be provided. I would like to take this opportunity to thank CSR for their generous contribution to enable NADI to continue its activities to benefit the community especially those affected by diabetes,” says Emeritus Professor Dato' Dr. Mustaffa Embong, Executive Chairman (Honorary) of NADI.

The signing ceremony was attended by Hishammudin Hasan, Chief Executive Officer of CSR and Emeritus Professor Dato' Dr. Mustaffa Embong, Executive Chairman (Honorary) of NADI, as main signatories, and Megat Joha Megat Abdul Rahman, Chairman of CSR, Ahmad Farid Kamarudin, Head of Marketing at CSR and Dato' Dr. Nor 'Aini Hj. Abu Bakar, Member, Board of Trustees, NADI, as witnesses of the MOA signing and exchange.

In addition to the collaboration, CSR will be looking into developing new healthier sugar versions to offer to consumers. CSR believes that its products are not just commodities. It enhances the taste and value of any drinks, food or products that they are added to. Recognising the need to play a vital role in ensuring the proper use and benefits of its products, the organisation is driven to supply consumers with quality sugar across its growing range of products.

CSR is committed to the Malaysian market and will continue to innovate and evolve to provide consumers with the better choice and healthier sugar version, whilst advocating the need to consume responsibly.

Stay tuned and watch out for more exciting updates flourishing from this collaboration.

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About Central Sugars Refinery Sdn Bhd

CSR is one of the leading producers of quality sugar products in Malaysia. Starting life out as the United Malay State Sugar Industries (UMSSI) in 1965, Central Sugars Refinery stepped out into the world with a small yet noble dream; to be Malaysia's go-to name when it comes to sugars and sweeteners. Nearly half a century later, that dream is still fuelling the dedication and commitment of our employees.

From a modest sugar melting capacity of 150 metric tonnes at inception, CSR now churns out 1800 metric tonnes a day providing only the finest sugar and specialty sweetener ingredients for consumers, retailers, foodservice distributors, food manufacturers, culinary professionals and specialty markets across Malaysia.

About the National Diabetes Institute, Malaysia

The National Diabetes Institute (NADI) is established to provide a dedicated and comprehensive service to prevent and control diabetes, its complications and associated diseases.

NADI is a **non-profit, non-governmental organisation (NGO)** managed by a Board of Trustees, comprising of Founding and Elected members and representatives from the Malaysian Endocrine and Metabolic Society (MEMS), Diabetes Malaysia (DM) and Ministry of Health (MOH), Malaysia, with our Prime Minister YAB Tun Dr. Mahathir Mohamad as Patron.

The main objectives of NADI are:

1. To be a National Diabetes Education Resource Centre for the country
2. To establish and run a comprehensive health facility including a National Diabetes Hospital for the management of diabetes and its complications
3. To create and maintain a National Diabetes Registry
4. To coordinate and conduct research in diabetes and related conditions in Malaysia
5. To be the national coordinating centre for diabetes in Malaysia in respect to statistics, education, management, research, policy and planning on diabetes and associated diseases
6. To prevent diabetes and associated cardiometabolic conditions such as high blood pressure, high blood cholesterol and heart disease through the promotion of healthy lifestyle

Issued on behalf of Central Sugars Refinery by Perspective Strategies:

For media enquiries, please contact:

Melissa Norris

Senior Consultant

Perspective Strategies

Sdn Bhd

+6016-273 8308

melissa.norris@perspective.com.my

Zurinna Raja Adam

Senior Consultant

Perspective Strategies

Sdn Bhd

+017-752 8998

zurinna.rajaadam@perspective.com.my