



PRESS RELEASE

CSR BRINGS RAYA SHOPPING CHEER FOR 100 UNDERPRIVILEGED CHILDREN

KUALA LUMPUR, 25 MAY 2019: Sugar refiner, Central Sugars Refinery Sdn Bhd (CSR), brought Raya joy to some 100 children from Rumah Kasih Harmoni (RKH), Paya Jaras, Selangor by taking them shopping for new 'Baju Raya'.

The foster children, aged between 6-months to 17 years old, were each allocated cash of about RM300 and were brought to AEON Mall in Shah Alam to buy 'Baju Raya' and other necessities. Following the shopping spree, the children were given goodie bags and duit Raya.

"In a child's eye, you will see the promise of a bright future. We are truly privileged to be given this opportunity to conduct a programme that looks to bring smiles and joy to these children. We recognise that the future of these children hangs in the balance and we must do our part as a responsible community to provide aid wherever we can," says Hishammudin Hasan, Managing Director and Chief Executive Officer of CSR.

"At CSR, we recognise the need to play a vital role in actively engaging and supporting the community, especially these children in need. We do not want this to be a one-off initiative and hope to do more for the children at Rumah Kasih Harmoni. We hope that our efforts will allow these children to dream and be hopeful of brighter future," he added.

Speaking on their efforts to give back to society, AEON Mall Shah Alam Store Manager Nurrulakhma Binti Azizan said: "We are happy to be part of this programme by CSR to give back to community in which we serve. It is important to support the wellbeing of these children in need and to give them hope and love, especially during this season. These children are our future and we need to play our part in ensuring an impact to their lives in a positive way to bring changes for their future."

RKH is a foster home under the purview of Yayasan Islam Darul Ehsan (YIDE), which was recently adopted by CSR under its corporate social responsibility initiative. YIDE is an organization wholly owned by the Selangor Islamic Religious Council (MAIS) which is responsible for the welfare of orphanages in Selangor.

This year, CSR donated a total of RM270,000 to YIDE of which RM150,000 of the fund was channelled to RKH for the purpose of repair works at the foster home including purchasing other essentials and another RM120,000 is channelled to other welfare homes under the supervision of YIDE.

Aside from providing support to orphanages, CSR is also actively involved in sponsoring dialysis machines and reverse osmosis water purifications for dialysis centres and helping the homeless by connecting with vocational centres to provide employment.

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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.

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