



Press Release

ANOTHER GIANT “BOOST” FOR MALAYSIAN SME EXPORTS

HONG KONG, FRIDAY (12 DECEMBER 2008) Two of Asia’s leading names in retailing – Giant and Wellcome Supermarket – have teamed up to help Malaysian food-based SMEs break into the Hong Kong market.

They are holding a two-week campaign to promote food and food-related items produced by Malaysian SMEs at 19 Wellcome supermarkets in Hong Kong.

The promotion, named “Taste of Malaysia” is a collaboration with the Ministry of Domestic Trade and Consumer Affairs Industry. Deputy Minister of Domestic Trade and Consumers Affairs, Tuan Jelaing Anak Mersat, launched the promotion at the Wellcome Supermarket at Metro City III in Hong Kong.

This is the second initiative to promote Malaysian SME products by Dairy Farm International – the parent company of Giant in Malaysia and Wellcome in Hong Kong.

Paul Sheldrake, Operations Director, Wellcome Hong Kong said, “We are pleased to be given the opportunity to support the Malaysian government in its effort to help SMEs succeed and grow in the retail sector. The first promotion, held three years ago led to an increased awareness of the quality and variety of Malaysian food products among Hong Kong residents and visitors. Our stores also registered higher sales of food items produced by Malaysian SMEs.”

“We are fully committed to this initiative because it is beneficial not only to Malaysian businesses, but also adds value to our business as we are able to offer greater variety to customers. It is a win-win situation,” Sheldrake added.

During the two-week campaign, a total of 48 food items, including beverages, snacks and drinks, will be promoted at 19 Wellcome supermarkets. For the 13 SMEs who have been selected to participate, the promotion offers a great opportunity to test the acceptability of their product in a highly competitive and demanding consumer market.

The “Taste of Malaysia” promotion in Hong Kong is in line with Giant’s policy of helping Malaysian SMEs in the retail sector grow.

In addition to the series of this promotion, Giant has also initiated several development and training programmes for its suppliers. In total, it has helped 140

suppliers to develop a total of 1,760 product lines, all of which are sold at its stores.

Giant projects that its stores will generate sales of RM90 million from goods produced by SMEs this year.

With 90% of the goods currently sold at Giant stores sourced locally, Giant also contributes to Malaysia's economy by providing domestic trade and generating employment opportunities both at the stores as well as through its supplier network.

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About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest-established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of over 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one stop shopping convenience to customers, consistently delivering value for money through Friendly Service and Low Prices. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

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