

# Corporate Social Responsibility

Malayan Flour Mills Berhad (“MFM”) continues its commitment to the principle of Corporate Social Responsibility (“CSR”) by way of being transparent and ethical in all its dealings as well as making positive contribution to the community in which it operates. In addition to building trust with the community and giving the organization an edge in attracting good customers and employees, acting responsibly towards workers and others in society is the long term interest of the Group and its shareholders.

## CSR for Marketplace

MFM has embedded CSR into its business philosophy and policies to meet the expectations of its stakeholders which include the shareholders, suppliers and customers.

The Company is committed to ethical business approach through compliance with law, honoring business obligations and ensuring integrity in its business dealings.

In relation to customers, the Company is creating value for its customers by providing differentiated offerings based on its best cost production, consistent quality, service and innovative solutions. The Company is also committed in its customer-focus approach by understanding its customers’ history, culture, decision-making process, key people, vision, mission, strategies, goals and strengths. Focus is placed on the customers’ needs as well as building trust in the relationships with the customers.

MFM takes seriously all feedback, complaints and compliments that it received from its stakeholders. Initiatives such as customer service programmes which effectively monitor complaints and aim to provide continuous improvement are in place.

MFM also committed to the safety and quality of all its products with the adoption of HACCP system, applying Good Manufacturing Practice and training the employees on the Good Hygiene Practice throughout the food processing flow chart from raw material to finished goods as well as engaging in only ethical procurement practices.

## CSR for Community

MFM is committed to improving opportunities and quality of life in the community it serves. In its effort to ease the burden of the rising cost of medication and healthcare on those who require medical treatments, the Company extended financial support to the Manjung Dialysis Centre for the purchase of a new dialysis machine to enable the poor and needy kidney failure patients in the district of Manjung to continue to enjoy the facilities provided by the Dialysis Centre.

The Company also responded to the appeal for fund for the purchase of medical wheelchair by Yayasan Latihan Insan Istimewa Ipoh, a home for handicapped and Down Syndrome children and adults.

Besides this, the Group contributed its flour products and further processed poultry products to the Lung Foundation of Malaysia for its Charity Bazaar to raise funds to improve the standard of care and treatment of patients with chronic lung diseases.

Not forgetting the old folks welfare, contribution was given to the Manjung Welfare Home for the Aged for its fund raising dinner organized to raise funds for the daily needs of the home.

To bring joy and hopes to the spastic and physically challenged children, the Company also made contribution to a Spastic Centre for its Hari Raya Puasa Celebration.

# Corporate Social Responsibility *(cont'd)*

Education has always been an important aspect of any society and provides the necessary intellectual components to enhance a person's contribution to society. In support of this, the Company has established a collaboration with KDU College to enhance culinary arts education with locally produced flour and poultry products. The collaboration will add value to learning, both for the culinary arts students and lecturing professionals where there can be intimate exchange of ideas, explore internship and career opportunities. It is a win-win situation for the Company as KDU students recognise the brand of MFM in their everyday use, they will also serve as MFM's ambassadors.

Fund was also given to the International Institute of Public Policy and Management ("INPUMA") of University Malaya towards the publication of its book which was launched by the Minister of Higher Education of Malaysia in conjunction with the 10th Anniversary Celebration of INPUMA.

Besides this, financial supports were granted to a deserving scholar to complete his degree programme as well as schools for various purposes such as sports event and upgrading of buildings.

The Company also continued its support to the development of Wushu, a sport which is now classified by the Malaysian Sports Council as a core sport. It is also categorised as a premier sport of Malaysia and a fixed sport at the SUKMA, SEA Games and Asian Games.

## **CSR for Workplace**

Employees provide the know-how, productivity, customer service and innovativeness necessary for business activity. Therefore, the continued success of a company is reliant on the commitment of its employees.

Recognising this, MFM has taken initiatives that promote the retention and development of its staff and nurture workplace environments that will attract recruits of the highest calibre.

MFM believes in developing the potential and skill competency of its employees and is committed to ensure that they are trained to undertake the position for which they are employed and to develop their abilities and skills in line with technological changes and other needs of the organization. Hence, training programs and development are designed to help the individual employee to develop the targeted competencies.

During the year under review, the Group in collaboration with the Federal of Malaysian Manufacturers Institute conducted an Executive Development Certification Program for the employees of the Group. 20 employees were selected to participate in the program which aimed to provide the fundamental management and leadership skills for the talented executives who have the right fit for the organization, to develop the talented executives to grow their careers with the Group as well as to create opportunities as part of the executive retention program.

The Company also provides, and strives to maintain, a clean, healthy and safe working environment for its employees to carry out their business activities.

In term of the welfare of the employees, MFM offers its employees clear and fair terms of employment. Benefits like medical, hospitalization and insurance coverage are provided to protect the livelihood of the employees. Various activities like Annual Dinner and Festive Celebrations were also organized to foster better ties and interaction amongst the employees.

## **CSR for Environment**

The Group is mindful of its responsibility towards preserving the environment and conserving resources wisely. The Group is committed to protect the environment through its corporate Environmental Policy whereby in its daily operations, environment friendly practices are observed such as recycling of paper, increased electronic communication, energy saving practices for lighting and equipments and proper management of wastage.