

100 tahun
Nestlé
di sisimu.®



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Nestlé has been by the side of Malaysians for the past 100 years and it is the Company's promise that we will continue to do so for the next 100 years and beyond.

CHAIRMAN & MD'S MESSAGE



Nestlé Malaysia's Managing Director & Chairman with Nazrah Ahmad, the winner of the Nestlé 100 Years logo design contest.

Nestlé is celebrating 100 exciting and meaningful years in Malaysia. It has been a wonderful journey, starting in 1912 with a simple trading company that introduced MILKMAID Condensed Milk to Malaysians.

What a difference a century has made! Today, we are proud to be a part of the very fabric of this nation as Malaysia's largest food and beverage company, with products like MILO, MAGGI and NESCAFÉ that are found in practically every household. We would like to mark this milestone by remembering where we came from and how delighted we are to have become a part of every Malaysian's everyday life. Our story reflects the passion, the purpose and the 'can do' spirit of our people. We have been aiming to create shared value in many different ways for the company as well as for our consumers, business partners, local communities and the whole nation. The theme of our 100th year celebration

in Malaysia is 100 Tahun Nestlé di sisimu, and that is also our commitment for the next 100 years and beyond. It has stood the test of time and defines who we are. We are committed to Malaysia – we are built to last - we want to always remain by the side of all Malaysians.

We tell you this story through the people whose lives Nestlé has touched and who have shaped its growth and development – our consumers, employees, strategic partners, shareholders and dealers, as well as the wider community of individuals and organisations we have had the privilege to interact with. This, to us, has been our most meaningful achievement: that we have been able to win and maintain the solid trust of Malaysians in the quality and integrity of our products; that we remain relevant and appealing to Malaysian individuals, families and organisations. We believe we have earned this trust by delivering on our promise with extraordinary persistence: "GOOD FOOD, GOOD LIFE".

We have worked alongside those who have, in their diverse ways, been dedicated to laying a solid foundation for this nation's growth and prosperity and improving the quality of living for its people at every stage of their lives: the Malaysian Government, industry organisations, sports associations, healthcare professionals and community-based organisations. This is the journey we continue today. Our strategies may have been modified over the years to help us keep ahead in this fast changing and multi-cultural landscape, but our commitment to nurturing the health and well-being of Malaysians remains undiminished.

Tan Sri Dato' Seri Syed Zainol Anwar Jamalullail
Chairman

Peter Vogt
Managing Director

1912

MALAYA WELCOMES THE COMPANY

Nestlé Malaysia's first office opened on Bishop Street, Penang, under the name Anglo-Swiss Condensed Milk Company. First product: MILKMAID Condensed Milk.



1962

OUR FIRST MANUFACTURING FACILITY IN PETALING JAYA

The first Nestlé Factory, Nestlé Foods (M) Sdn Bhd, Petaling Jaya, was established to manufacture sweetened condensed milk, MILO, MAGGI tomato and chilli sauce.



1930



MOVING FORWARD

Nestlé House was established in Brickfields, Kuala Lumpur, centralising all its operations under one roof.

1939

1950



AN INSTANT HIT

Nestlé Foods (M) Sdn Bhd, Batu Tiga, was opened to produce MAGGI instant noodles.

1970

OUR JOURNEY CONTINUES...

1989

A PUBLIC LISTED COMPANY

Nestlé Malaysia became a public-listed company on the KLSE.



2000

AN ACTIVE ROLE

Nestlé was honoured with the "Friend of Sports" award by His Majesty the King, in conjunction with MILO's 50th anniversary celebration.



1990

2010

BILLION-RINGGIT TRIUMPH

Nestlé Malaysia reached the RM1 billion mark.

1991



100 tahun
Nestlé
di sisimu®

Nestlé Malaysia celebrates 100 years of it being part of every Malaysian's life. With "100 Tahun Nestlé di sisimu", Nestlé continues the commitment to be by every Malaysian's side for the next 100 years and beyond.

2012

We are proud of our 100 years journey in Malaysia, as not only have we been able to survive the test of time, but we have also been able to remain relevant and appealing to Malaysians. As we enter our second century in Malaysia, we are committed to continue with our promise of providing GOOD FOOD, GOOD LIFE to all Malaysians.

Malaysians love their coffee, especially one that is rich in taste as well as history and culture. To this day, NESCAFÉ continues to work with farmers from all over the world to bring you the perfect cup of coffee.



1948

NESPRAY with 10 Signs of Good Nutrition provide ample goodness for your child's healthy overall growth.



1949

The generation of EVERYDAY goodness comes with 15 minerals and vitamins for your child's healthy growth – "Warisan kelazatan, pilihan bijak".



1956

1930s

1950s

1912



Malaysia's very first Nestlé product came in the form of the now famous MILKMAID Condensed Milk.

1949



Malaysia can be rightfully called 'Land of MILO' because it is the world's largest consumer of the beverage, nourishing ambitions and encouraging grassroots sports.

1955



A favourite nutritious breakfast cereal for loyal consumers from every age group, it can be customised to fit your every whim and fancy. Taken as either a drink, porridge or added with fruits and honey, it remains constantly delicious and aromatic.

1964



"Cepat dimasak, sedap dimakan" – Sing this jingle and most Malaysians will be pleased to name you the household brand that they know so well, "MAGGI".

100 YEARS OF NOURISHING MALAYSIA

The goodness of Inulin, a prebiotic, is a type of soluble dietary fibre that is non-digestible – a core ingredient in NESTLÉ BLISS Yogurt Drink. Inulin encourages the growth of good bacteria in our large intestines, resulting in improved gut health and a better digestive system.



1984

Refreshing, delicious and a whole lot of fun, MAT KOOL is a popular choice among kids, and is wholesome too, as it is made with 100% natural flavouring.



1997

Only 2 glasses of OMEGA PLUS milk (taken every day for 30 days) is scientifically proven to lower bad (LDL) cholesterol by 7%.



1999

1970s

1990s

1986



NESTLÉ KOKO KRUNCH packs the ultimate chocolate experience for children, combining the pleasure of chocolate with the benefits of whole grain. The 10 vitamins & minerals, protein and fibre in NESTLÉ KOKO KRUNCH makes it a wholesome breakfast cereal for every child.

1998



With its catchy tagline “Have a break, have a KIT KAT”, KIT KAT has stayed true to its fun promise of giving Malaysians a break from the daily grind with these delicious wafer fingers in chocolate milk.

2011



This smooth operator is ready to work with you and brew up something to remember – a brand new coffee experience. NESCAFÉ DOLCE GUSTO – it’s the perfect Italian café-style coffee, now in Malaysians’ homes since October 2011.

As one of the oldest brands in the country, Nestlé products are found on the kitchen shelves of practically every household and have become part of the every day life of all Malaysians. Through continuous product innovation and renovation we ensure that we can continue to be an integral part of Malaysian life.

THE EARLY DAYS OF NESTLÉ MALAYSIA

The Nestlé journey started in Bishop Street, Penang in 1912, when it made its entrance in Malaysia as the Anglo-Swiss Condensed Milk Company. The Company sold only one product - the Sweetened Condensed Milk - which gained popularity under the MILKMAID brand name.

More products were subsequently introduced and as the reputation of the Company grew, it moved to Kuala Lumpur in 1939, centralising its nationwide operations and heralding a new era for the Company.

The Company's growth in the 60's and 70's were in tandem with the country's development following the nation's independence in 1957. These were exciting times, with Nestlé products making steady inroads into the life of Malaysians in every part of the country.

In 1962, Nestlé Malaysia established its first factory in Petaling Jaya to manufacture sweetened condensed milk and later MILO, tomato and chilli sauces. From then on, the company started to expand and manufactured more products such as NESCAFÉ, NESPRAY, NESTUM and EVERYDAY. The manufacturing operations put Nestlé firmly on the path to leadership in Malaysia's fast-growing food and beverage industry, and was a precursor to the country's industrialisation process.



THE NESTLÉ JOURNEY IN MALAYSIA

NESTLÉ BRANDS

One of the Company's most successful brands, MILO, was introduced in 1949 as a nutritious beverage. Its unique taste created millions of MILO fans across a wide cross-section of the community. The brand's grassroots approach of building the MILO brand through sampling and sports sponsorships paid off, as MILO became extremely popular among schoolchildren in Malaysia. The iconic MILO van was a prominent feature at school sports events, with schoolchildren lining up eagerly for their ice-cold cup of MILO.



NESCAFÉ made its way into Malaysia in the 1950s when the prospect of 'instant gratification' was beginning to catch on. It wasn't long before NESCAFÉ became the nation's leading instant coffee brand.

MAGGI 2-Minute Noodles were introduced in the early 1970s, with Nestlé focussing on flavours that appealed to the Malaysian taste buds, such as curry, chicken and assam laksa flavours. The TV campaign chanting, "MAGGI noodles, fast to cook, good to eat," became a hit and was successful in increasing awareness as well as creating trials and repeat purchases. Now, Malaysia is the model market for MAGGI Instant Noodles for the Nestlé world.



AND NESTLÉ CONTINUED TO GROW...

The 80s signalled a new era for Nestlé with the opening of more manufacturing facilities and expansion of its product categories. By then, Nestlé had become synonymous with quality, innovation and creativity. Its uncanny ability to anticipate Malaysians' tastes and preferences resulted in a portfolio of products which became a meaningful part of people's lives with their emphasis on health and wellness.

One of the most significant campaigns in the 1980s was the internal campaign called 'Together for a Billion', which brought all Nestlé employees together in a commitment to achieve a billion Ringgit of sales. They all felt a real sense of pride and satisfaction when Nestlé succeeded in achieving the objective of the campaign – the Company's first MYR 1 billion turnover.

The 80s culminated with the Company's listing on the Kuala Lumpur Stock Exchange (now called Bursa Malaysia) in 1989.



'GOOD FOOD, GOOD LIFE' is our promise
we commit to everyday, everywhere
- to enhance lives, throughout life,
with good nutritious food and beverages.

NESTLÉ
TODAY



CREATING SHARED VALUE

Nestlé has always been about creating value for the community it operates in. This follows the legacy of Henri Nestlé who started the Company with an infant formula to help feed a sick infant who was unable to feed on the mother's milk.

Until today, this principle of social responsibility still plays an important role in Nestlé and the Company calls it Creating Shared Value (CSV). Essentially, Nestlé believes that in order to create long-term value for its shareholders, it must create value for society, subscribing to the view that corporate success and social welfare are interdependent. The three areas of focus are: Nutrition, Water & Environment and Rural Development.

Today CSV is evident throughout the Company's operations, from production, by ensuring healthier and more nutritious food options; supply chain, through the numerous Nestlé contract farming initiatives; operations, through continuous initiatives to reduce its carbon footprint and emission of greenhouse gases and community welfare, through the Nestlé Healthy Kids Programme implemented together with Nutrition Society of Malaysia.



BUILDING EXCELLENCE IN HALAL FOOD PRODUCTION

One of the most interesting challenges for Nestlé in Malaysia has been to meet the needs of a diverse consumer group. Understanding the importance of its Muslim consumers, Nestlé Malaysia began producing halal certified products in the 1980s, well before the official framework for Malaysian certification was introduced in 1996.

Now Nestlé Malaysia is the Halal Centre of Excellence for the Nestlé Group and the biggest halal food producer within the Nestlé world.



Nestlé believes that in order to create long-term value for its shareholders, it must create value for society, subscribing to the view that corporate success and social development go hand in hand.



THE NESTLÉ TEAM SPIRIT

One of the winning formula that allowed Nestlé to continue being successful is the great sense of camaraderie and team spirit among the Nestlé people.

Guided by Nestlé corporate values that consist of Respect, Trust, Commitment, Involvement and Pride, everyone at Nestlé Malaysia strives to work together to deliver the Nestlé promise of GOOD FOOD, GOOD LIFE to their consumers.



"We have gone all out to develop an in-depth understanding of our Malaysian consumers and to help improve the quality of their lives through our products and the way in which we engage with them.

This emphasis on continuous innovation and renovation has helped us lead the way in improving the quality, safety and nutritional value of food products in Malaysia.

We will continue to keep a clear focus on developing our people and driving strong values and ethics across all aspects of the company. And we will continue to strive for improvements in operational efficiency so that our consumers continue to have access to top quality yet affordable food products."

Peter Vogt
Managing Director,
Nestlé Malaysia

A NEVER-ENDING STORY

The Company's strong emotional connection created with Malaysians a century ago is a never-ending story. As the leading Food, Nutrition, Health and Wellness Company, Nestlé will continue to offer nutritionally balanced and tasty food, as well as encouraging a healthy lifestyle.



FROM OUR STAKEHOLDERS



"Nestlé is a role model corporate citizen and its contributions to the development of the Malaysian community is immense especially in the field of sports through MILO. MILO is always there helping to nurture children and develop their talents in sports. Keep it up, Nestlé!"

Datuk Soh Chin Aun
Former national footballer

"An excellent company that ensures balance between consumers' interest and well-being as well as company's profitability."

**YM Tunku Datuk Nazihah
Tunku Mohd Rus**
PERMATA



"Nestlé gave me the opportunity to better myself the past 31 years, and my hard work was recognised and rewarded. This has made a huge difference in my life."

Hanif Haron
Sampling Event Executive
Nestlé Malaysia



"Responsible, ethical and fair is how I would describe this great company which has been a significant part of my life for nearly 25 years. It has been a privilege and pleasure, and I look forward to many more enriching years with Nestlé."

Tengku Marina Badlishah
Public Affairs Manager
Embedding CSV in the Markets
Nestlé S.A.



"Nestlé is the only FMCG where I personally know, not only the Managing Director, but at least five key staff by name. This reflects the close relationship that we have developed over the years. We have an excellent business relationship with Nestlé as we find them to be very proactive and are able to resolve all issues instantaneously."

Dato' Haji Ameer Ali Mydin
Director of Mydin
Mohamed Holdings Bhd



"Nestlé through MILO has built up a love affair between the brand and the consumer over the years. It is a never-ending love affair."

Dato' Dina Rizal

Ex-Nestlé Malaysia employee



"Exemplary company with strong sustainable policies in innovating the way food is presented."

Anni Mitin

Southeast Asian Council for Food Security & Fair Trade (SEACON)



"The readiness of Nestlé staff to listen to our feedback and concerns has always been a strong point of the business relationship."

Lee Thiam Wah

Managing Director,
99 Speedmart



"From nothing, we now have a small business, as we were able to buy the necessary equipment with the Company's assistance. From the talks and expertise shared by Nestlé, the villagers also get more ideas on how to improve their businesses."

Rusnita Ngah

(PEWANIS) Group Leader of PEWANIS
(Pengusaha Wanita Setiu –
Women Entrepreneurs of Setiu)
Kg. Mangkuk, Penarik, Setiu, Terengganu



"A very responsible company, which is willing to listen, innovate and contribute to society's well-being."

Dr. Tee E Siong

President,
Nutrition Society Malaysia



"I have really appreciated the sincerity of the Company's support that has been unrelenting and more importantly, sustained."

Mary Ong

"Mother of Squash"





Good Food, Good Life

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