

8. OUR COMMUNITY

In Ausnutria, making profit is not our only focus. We also consider social participation as one of the key values within Ausnutria. Being a well-established company, Ausnutria believes that it should contribute to society without expecting an immediate return because it creates value for its customers and society in the long run. It is our devotion to make a positive contribution to society for a better tomorrow. This year, our investment in the community has made a remarkable impact. Our contributions to charitable donations in terms of value of goods donated amounted to a total of approximately RMB28.0 million. Under our encouragement, our employees have devoted close to 5,000 hours to volunteer work.

We have always been conscious about taking care of our direct neighbourhood and strive to optimize the living comfort for the community. By reaching out to the neighbourhood and meeting with them regularly, we keep the neighbourhood informed about the development of the Group and the community. We listen to their concerns and proactively respond to them. As such, we have taken actions to reduce the nuisance generated from our factories this year, hoping to minimize the social impacts of our operations. To continuously support to the community, we assisted the local fire department to conduct safety exercises at our factory in Leeuwarden.

Ausnutria endeavours to involve into a wide range of charitable activities. To expand our impact in the communities, we have sponsored and organized a variety of charity events in 2016. For example, in the PRC, Ausnutria formed partnerships with Changsha Welfare Institute (長沙市社會福利院) and other organisations and actively participated in charity affairs. A charity project named “Kabrita U Love Plan (優愛行動)” was set up in 2013, with the joint hands of employees, consumers, distributors and industry practitioners across the nation, Ausnutria delivered free infant and child supplies such as *Kabrita* to the underprivileged families, social welfare institutes, orphanages and rehabilitation hospitals in 27 provinces and municipalities including Inner Mongolia, Xinjiang, Shandong, Shanxi, Hebei, Sichuan, Guizhou, Yunnan, Hunan, Hubei, Guangxi, Guangdong and Fujian. *Kabrita* was awarded the “Charity Practice Award 2016(二零一六年度公益踐行獎)” for its excellent reputation and commitment to social responsibilities, while the “Kabrita U Love Plan” was awarded the “Charity Project Award 2016 (二零一六年度公益項目獎)” by the 6th China Charity Festival (中國公益節). The “Mother Love 800g (母愛800g)”, another charity project of Ausnutria in the PRC, which was a caring children in poverty program launched in 2015, was accredited as the outstanding unit (優秀理事單位) by Hunan Charity Federation (湖南省慈善總會) in 2016. There has been more than 100 events organised or participated through donation of material supplies like milk powder since the launch of the “Mother Love 800g”.



◆ Donation by the “Mother Love 800g” program



✧ A social practice group named “Hello · Nutrition”

Apart from charity contribution, Ausnutria also devotes to educating the public on the importance of infant nutrition to the growth and development of infants and thus, we organised and arranged series of relevant events. For example, we, together with the health science center of Peking University, organised a social practice group named “Hello · Nutrition” and went to cities like Inner Mongolia, Shanxi, Sichuan, Yunnan and Hunan to host more than 20 events including interactive seminars, large-scale free doctor appointments and donations. We educated local 390 families about early nutrition of infants through large-scale charity seminar, as well as carrying out academic exchange activities with local hospitals. At the same time, we also visited the children in the Children’s Home in Guiyang and donated materials worth more than RMB100,000.



✧ Activity of education on infant nutrition at early stage

Moreover, Ausnutria has set up a family doctor team, with experts from the health science center of Peking University as the core, to provide family doctor service, membership customized service as well as membership only activities. We also started nationwide activities focusing maternal education on maternal and infant families during pregnancy and infant nutrition at early stage and hosted for more than 2,200 shows with more than 100,000 participants and invested more than RMB15 million in total.



✧ The “Nutrition in the 1,000 days of early stage of life” project

Furthermore, in order to study the nutritional growth of infants, Ausnutria, together with the health science center of Peking University, started the maternal and infant nutrition pioneer subject “Research on the impact on the growth and development of infants by nutrition and feeding in the early stage of life”, and also launched the “Nutrition in the 1,000 days of early stage of life” project together with some city hospitals, to trace and study 800 sample families from 40 hospitals in 8 cities from all over the PRC for three consecutive years, 10 large-scale theme shows regarding the “Nutrition in the 1,000 days of early stage of life” were also organized and some experts from the health science center of Peking University were invited to the shows to share their knowledge in form of seminar. In addition, Ausnutria also co-organised with hospitals to host 89 free mother classes for first-time mothers, covering more than 2,500 families.



✧ The “Expert Platform for Nutrition and Health Management for Newborns in China”

In addition, Ausnutria, together with the Chinese Committee on Children Health, Chinese Medical Doctor Association and the Chinese Committee of Experts on Nutrition and Health Management for Newborns, jointly started the “Expert Platform for Nutrition and Health Management for Newborns in China”. This platform concerns about nutrition in early stage of life, scientific management of infant nutrition and health, as well as promoting and advocating the concept of “Healthy Medical Science”. So far we have provided related service to more than 70,000 families and pushed relevant nutritional information online for more than 100 passages.



- “Super Mums V Class (辣媽V班生)” jointly organised by Ausnutria, the health science center of Peking University, “Super Mums College (辣媽學院)” and mama.cn

Apart from first-time mothers, Ausnutria has also contributed to the education of father-and mother-to-be. Jointly with the health science center of Peking University, “Super Mums College (辣媽學院)” and mama.cn, we organised, through Wechat platform, the “Energy for Fathers (孕期父能量)” and “Super Mums V Class (辣媽V班生)” for more than 2,000 classes. Through the explanation by professional instructors, the father- and mother-to-be are guided on how to mix and supplement the nutrition scientifically so their babies can have a healthier growth.



- International Goat Milk Development Summit 2016 (國際羊乳發展高峰論壇)



- The Fourth Generation of Infant Formula Technology Development Forum (第四代嬰幼兒奶粉科技發展高峰論壇)

Simultaneously, we value knowledge exchange within the industry. For instance, Ausnutria, together with China Dairy Engineering Technology Research Centre (國家乳業工程技術研究中心), organised the China International Dairy Industry Cooperation Meeting (中國國際乳業合作大會) held in Harbin, the PRC in 2016 to co-convene the Fourth Generation of Infant Formula Technology Development Forum (第四代嬰幼兒奶粉科技發展高峰論壇) and the International Goat Milk Development Summit 2016 (國際羊乳發展高峰論壇). Expertise, scholars and enterprise representatives from the PRC and overseas were invited to the forum to explore the value and development of the fourth generation infant formula and goat milk. Through actively cooperating with industry peers and enterprises, we aim to promote the healthy development of the industry and contribute to nutrition to mankind.

We realise our responsibility to the communities, and are determined to create long-term and mutual values among us and the communities. We look forward to taking up more corporate social responsibility in the coming years to create a sustainable, beautiful and liveable society together with our communities.