

CONTRIBUTING TO THE COMMUNITY

Ausnutria commits to promoting health and well-being for the general public. Therefore, the Group goes beyond direct economic contribution and strives to provide all levels of the community with access to nutritious dairy and healthcare products. Leveraging its expertise and resources, the Group organises community programmes that target the underprivileged. Through the collaborative efforts of various BUs and overseas subsidiaries, Ausnutria supports the local communities in aspects including healthcare, poverty and child development.

Key Highlights in 2020

Promoted healthy lifestyle via sponsorship of 2020 China Tennis Tour – Changsha (Wangcheng) Station Opens and SC Heerenveen football team in the Netherlands.



Donated over **RMB78 million** of cash and in-kind (retail price) to fight against the pandemic.

Awarded in the PRC as

- Socially Responsible Model Enterprise
- Excellent Responsible Enterprise in Fighting Against the pandemic

Helped local communities in the PRC, the Netherlands and Australia through

- Tundra Rose Public Welfare Project in Tibet, the PRC and supported 2,300 families to date.
- Donation to Ronald McDonald House in the Netherlands to support sick or disabled children and their families.
- Partnering with the Royal Children’s Hospital Foundation in Australia to support children’s healthcare.



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AWARDS

Ausnutria's commitment in serving the community has earned recognition from the business sector. In Year 2020, the Group has received multiple awards in recognition of its contribution.



Ausnutria received the "Responsible Corporate Award in Food Industry for Fighting Against COVID-19" in the PRC.

Ausnutria was named "A Socially Responsible Model Enterprise in the Chinese Dairy Industry of the Year".



Mr. Yan Weibin, the chairman of the Company, was awarded the "Outstanding Individual in Combatting COVID-19 in the Hunan Province", recognising his efforts in leading Ausnutria and the management and take prompt actions in fighting against the pandemic.



Ausnutria was awarded the "2020 China Commercial Corporate Social Responsibility Model Award" for its outstanding contributions in community service.



Ausnutria was awarded as the "Year 2020 Socially Responsible Model Enterprise".

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THE AUSNUTRIA U-FOUNDATION

The Ausnutria U-Foundation was established to fulfil the Group's social responsibility and promote social harmony in an organised manner, with focuses on poverty alleviation, public health improvement and disaster relief. In 2019, the Group pledged to inject RMB100 million in cash or in-kind donations into the foundation in ten years. By forming partnerships with charitable parties and the academia, Ausnutria and the foundation seek to promote community investment and create impacts for community betterment.



FIGHTING AGAINST THE PANDEMIC

The Group continued to fulfil its corporate social responsibility especially during the pandemic in Year 2020. Ausnutria provided support for organisations on anti-epidemic work and the underprivileged by donating cash and various kinds of resources including anti-epidemic supplies, nutritional and healthcare products. Through these initiatives, Ausnutria hopes to leverage its resources and assist the vulnerable groups to battle against COVID-19.

Cash and In-kind Donation to Support Anti-epidemic Work

CASE STUDY

In the PRC, Ausnutria was among the earliest corporates that participated in the anti-epidemic work to contain the spread of COVID-19. Ausnutria supported various institutions and organisations such as the Red Cross Society of Hunan Province and the Changsha Huanghua International Airport Epidemic Prevention and Control Inter-agency Headquarter. Cash and in-kind donations, in the forms of formula milk, nutritional and healthcare products, as well as medical supplies, were made to assist the underprivileged, so that they can maintain their livelihood during social distancing or lockdown, and protect themselves from the virus. Ausnutria also donated Kabrita goat milk formula to show its care for the frontline anti-epidemic workers and safeguard their health by providing them with a source of nutrition.



Representative from the Changsha Huanghua International Airport Epidemic Prevention and Control Inter-agency Headquarter accepted the Kabrita Goat Milk Formula donation of RMB1 million from Ausnutria U-Foundation and Kabrita BU.

In Year 2020, Ausnutria donated RMB11 million cash and resources to the Red Cross Society of Hunan Province, the PRC.

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Donating Ausnutria's Products to Local Foodbank to Support the Underprivileged

CASE STUDY



Foodbank Australia receiving product donations from the Group.

In Australia, Ausnutria donated a wide range of nutritional products to Australian families who faced hardship under the pandemic. Products for pregnancy, kids care and aged care were donated to Foodbank Australia, the largest hunger relief charity in Australia, to help the needy individuals in the community overcome food crisis and be physically strong to overcome challenges brought by COVID-19.



OzFarm made in-kind donation to the Foodbank Australia.

Partnering with a Football Club to Support Medical Personnel

CASE STUDY



Chief Executive Officer of Ausnutria Netherlands handing over the cool packs to medical representatives.

In the Netherlands, Ausnutria organised a charitable event with its football club partner SC Heerenveen at the early stage of the pandemic. As an expression of support and gratitude, cool packs were donated to staff working in the Intensive Care Unit of a hospital in Heerenveen, to provide relief and refreshment under the stressful and hot environment when combatting the virus.

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PROVIDING HEALTH SUPPORT FOR TIBETAN FAMILY

“ Public welfare is doing little things by everyone rather than doing a lot of things by an individual. ”

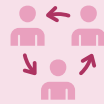
Tundra Rose Public Welfare Project

The “Tundra Rose Public Welfare Project (格桑花公益行)” has been launched in Tibet for four consecutive years. Ausnutria U-Foundation and Hyproca 1897 BU collaborated with various parties including the Health Science Centre of Peking University, Red Cross Society of Xizang, the Tibet University and the Tibet Mother and Child Association to provide quality maternity and infant care to the poverty-stricken regions in the PRC. In Year 2020, the Shannan Maternity and Child Health Hospital has become an official partner for the programme.

Ausnutria U-Foundation utilises its resources to create an influential science learning platform in hospitals, clinics and other healthcare facilities. Through healthcare professional trainings and knowledge exchange, and supported by cash and in-kind donations, the programme aimed to nurture local maternal and child health workers and enhance quality of healthcare services. Meanwhile, nutritious diet advice was also provided to mothers and mothers-to-be in the region at occasions like charitable clinics and family visits, so as to raise

their awareness of the importance of nutrition intake for infant development, and to promote good hygiene, healthy diet and feeding habits.

By engaging with both medical practitioners and the maternal population, Ausnutria hopes to promote the physical well-being of Tibetan mothers and infants. To date, the programme has supported around:



16 academic exchanges



10 charitable clinics events



13 rounds of donations



400 specialist doctors trained



2,300 families



Ausnutria U-Foundation donated RMB1 million worth of goods to the Red Cross Society of Xizang.



Tundra Rose Charitable Clinic was held in Tibet to support the mothers, children and infants.

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CARING FOR THE UNDERPRIVILEGED THROUGH KABRITA U LOVE PLAN

Kabrita U Love Plan has been one of the flagship community investment programmes of the Group to care for the underprivileged in the PRC since 2013. Lining up employees, customers, distributors and industry practitioners, Kabrita BU provides milk formula and childcare supplies for infants and toddlers from poor families and social welfare institutions to support their development.

In Year 2020, Ausnutria and Kabrita BU revamped the Kabrita U Love Plan project, namely “Chinese Cuties” (中國嬰你更美), to offer support to the China Social Welfare Foundation in a more systematic way. A total of 72,000 cans of infant formula were donated during the year.



Representative from China Social Welfare Foundation receiving a donation of 72,000 cans of infant formula from Ausnutria.

On 12 November 2020, “Chinese Cuties” donated RMB110,000 worth of milk powders to 2 schools in Lantian County, Xi’an City, the PRC.



Over the past 9 years, Kabrita U Love Plan has achieved the following:



29 provinces in the PRC with our footprint



371 regions covered



4,413 rounds of donation organised



53,530 pieces of materials donated



RMB212 million worth of cumulative donations

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GIVING CHILDREN A HELPING HAND

Ausnutria is committed to promoting the well-being of children by sponsoring fundraising project and making charitable donation.

Partnership with Healthcare Foundation For Children

CASE STUDY

In Year 2020, Ausnutria Australia partnered with The Royal Children's Hospital Foundation to support children's healthcare. The foundation provides nutrition outpatient services for children with cancer, and the donation received supports the research into solid tumours. As a major sponsor of the UooUoo art trail project, the Group helped raise funds to support the development of the patient and family care center. The Group will continue to support and promote better healthcare and better nutrition for children with diseases.



Ausnutria supported the UooUoo art trail project organised by The Royal Children's Hospital Melbourne.

Donation to Ronald McDonald House to Support Sick or Disabled Children and Their Families

CASE STUDY



Representative from Ronald McDonald House receiving donation from Ausnutria Netherlands.

In Year 2020, Ausnutria Netherlands donated to the Ronald McDonald House in Zwolle, which is a temporary home for families whose children are admitted to the hospital due to sickness or disability. With the assistance of more than 100 volunteers, parents and siblings can stay close to the children and give them support and care. Such arrangement provides strong emotional relief for all the family members, helping them to get through the difficult times.

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PROMOTING HEALTHY LIFESTYLES IN THE COMMUNITIES

Ausnutria wants to contribute to a world in which everyone has the strength to live a healthy and prosperous life. The Group engages in a series of strategic partnerships to promote healthy lifestyles while advancing its marketing strategy. Through the sponsorships, Ausnutria hopes to promote sports and raise public awareness of healthy diet and lifestyle.

Sponsorship for 2020 China Tennis Tour – Changsha (Wangcheng) Station Opens

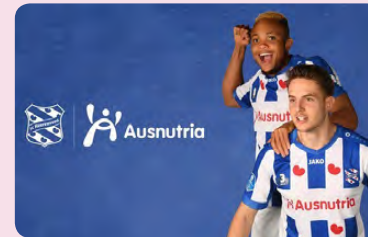


Ausnutria was awarded the title “Sports Ambassador” in recognition of its efforts in promoting sports nationwide.

In partnership with the Chinese Tennis Association and the Chinese National Tennis Team, the Group extended its commitment as the exclusive title sponsor of the 2020 China Tennis Tour – Changsha (Wangcheng) Station Opens, a professional tennis tournament. The Group also seeks to promote the beauty of Changsha City, the hometown of the Group’s headquarter, via the reporting on the tournament on TV, internet and other media.



Sponsorship for SC Heerenveen football team in the Netherlands



Sponsoring the entire SC Heerenveen club including youth and women teams.

To promote brand awareness in the Netherlands and to support sports development for all groups in the province of Friesland and in particular, Heerenveen, Ausnutria Netherlands and SC Heerenveen entered into a sponsorship contract that runs through the 2021/2022 football season, covering the entire club including youth and women’s teams. Through the sponsorship, the Group seeks to support children in bringing the best out of their future. This goes beyond promoting better nutrition, but also encourages the pursuit of opportunities for personal development and healthy lifestyle.

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MAKING CHARITABLE EFFORTS COLLECTIVELY WITH EMPLOYEES

Since 2018, Ausnutria Netherlands has held the employee-led charitable initiative to motivate employees to participate in community programmes and to propose initiatives that benefit local children. Ausnutria celebrates proactivity and creativity, and will provide financial support to the selected projects for execution. Through this initiative, Ausnutria can identify and support community programmes that will respond to the needs of local populations.

In Year 2020, donations were made to the Korfbal Association Oranje Zwart for the "Korfbal Pole Project". The project funded the elementary schools in Zwolle to install korfbal poles and guided teachers to incorporate the activity in their physical education curriculum. The introduction of the new sport facilities effectively encourages children to exercise more frequently for good health. It also provides opportunities for children to cultivate their teamwork and team spirits, thus fostering their personal development.

The Group will continue to engage its stakeholders and explore innovative projects to serve the community in the future.



Representative from Korfbal Association receiving donation from Ausnutria Netherlands.



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