

PRESS RELEASE

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Frisian Flag Launches Innovative Growing Up Milk FF 123 and FF 456 with Isomaltulose to Provide Long-Lasting Brain Energy for children

A clinical study in Indonesia by FrieslandCampina and Faculty of Medicine of the University of Indonesia highlights Benefits of Isomaltulose on Cognitive Performance of Children

Jakarta, April 18, 2012 – As Indonesia's leading dairy-based nutrition specialist for children and trusted partner for parents in supporting children's growth and development for 90 years in Indonesia, Frisian Flag Indonesia (FFI) today launches the new Frisian Flag Growing Up Milk 123 and 456 with Isomaltulose, a nutrition that can help a child's cognitive performance during their golden period development as well as pre-school stages.

Patrick Aa, FFI Consumer Marketing Director said, "Today I want to share a great news to all parents in Indonesia: Frisian Flag Growing Up Milk 123 and 456 are now available with Isomaltulose, a nutrition that is clinically proven to help children's cognitive development. As a brand with 90 years of heritage in Indonesia, Frisian Flag remains committed to always provide advanced dairy-based innovations through our products. We were the first to introduce Growing Up Milk with fortified nutrition in Indonesia for children back in 1988. Now, our Frisian Flag 123 and 456 are the first Growing Up Milk in the world that not only provide the balanced nutrition that our children need, but also with Isomaltulose, provide long-lasting energy for the brain during their crucial development stage."

In his welcoming speech, FFI President Director Marco Spits said that, "Frisian Flag with over 90 years of experience is passionately focused in meeting nutritional needs for families in Indonesia. With a long journey as a dairy-based nutrition expert supported by research-based innovation from FrieslandCampina, we are committed to fulfill the needs of family nutrition especially for children."

In attendance during the launch are two members of the research team from the Faculty of Medicine of the University of Indonesia (Pediatrician Dr. dr. Rini Sekartini and Medical Nutritionist Dr. dr. Saptawati Bardosono) who conducted a clinical study on the effect of Isomaltulose with Indonesian children, in coordination with the Research and Development Division of FrieslandCampina, FFI's parent company based in the Netherlands. This clinical study also involved a pediatric psychiatrist, Dr. dr. Tjhin Wiguna SpKJ(K).

Medical Nutritionist Dr. dr. Saptawati Bardosono said, "Parents should understand that the brain has a different energy consumption rate compared to the body¹. The brain remains active



even when a child is sleeping. Although a child's brain weighs less than 10% of his body, it consumes 40% from the overall energy that his body needs, even during rest. Therefore, a child needs long-lasting energy to support optimum brain performance, while active or resting. In 40 years of various clinical researches around the world, Isomaltulose continues to be proven safe and beneficial for children."

FFI Marketing Manager, Davy Djohan said, "By committing to help parents optimize their children's growth during the golden period development as well as pre-school stages, Frisian Flag growing up milk 123 and 456 with Isomaltulose, not only provide balanced nutrition for the body but also energy for the child's brain and body and gives positive effects for the child's cognitive performance."

In understanding the importance of complete balanced nutrition requirements for optimum physical and mental development for children, FrieslandCampina and researcher from University of Indonesia Faculty of Medicine Research Unit conducted a clinical study to Indonesian children to determine the benefits of Isomaltulose towards a child's cognitive performance. The parameter of this clinical study is power of attention, continuous attention, digital vigilance speed, quality of working memory, picture recognition and speed of memory.

Principal Researcher Dr. dr. Rini Sekartini said, "This study shows significant results in growing up milk consumption with Isomaltulose toward cognitive performance 3 hours after consumption. Afterwards, the milk with Isomaltulose and specific vitamins and minerals, probably has positive effects on cognitive performance."

Commitment in research and development is also shown by FrieslandCampina through the South East Asia Nutrition Survey (SEANUTS) in comprehensively assessing the nutritional status of children in four countries (Thailand, Vietnam, Malaysia and Indonesia). In Indonesia, the SEANUTS field study was conducted by PERSAGI (The Indonesian Nutritionists Association) that involved 7,200 children age 6 months to 12 years old in 48 districts/25 provinces in 2011, with results to be announced in October 2012.

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¹ <http://www.fi.edu/learn/brain/carbs.html>

² *Effect of brain evolution on human nutrition and metabolism – William R. Leonard*



³ <http://www.fi.edu/learn/brain/carbs.html>

About PT Frisian Flag Indonesia

PT Frisian Flag Indonesia (FFI) is a dairy based nutrition specialist for children that produces and distributes Frisian Flag, which is also known locally as Susu Bendera. Frisian Flag has been providing nutrition for Indonesian families since 1922. In 2012, Frisian Flag marks its 90th year in Indonesia by giving a commitment to give back to Indonesia through innovative dairy-based nutrition that can help Indonesian children achieve their highest potentials. As part of FrieslandCampina, the world's largest dairy cooperative headquartered in Holland, FFI draws on its global experience as well as long-term partnership with local dairy farmers to continue to bring the goodness of milk for its consumers.

FFI operates production facilities in Pasar Rebo and Ciracas in East Jakarta for a product portfolio range of liquid & powdered milk, as well as sweetened condensed milk. The brands are Frisian Flag, Yes!, and Omela.

For further information please visit www.frisianflag.com

 [frisian flag indonesia](https://www.facebook.com/frisianflagindonesia)  [susu_bendera](https://twitter.com/susu_bendera)





About FrieslandCampina

Royal FrieslandCampina N.V. (FrieslandCampina) is a dairy company based in Amersfoort, Holland. FrieslandCampina owns 37 brands, employs 19,036 employees and operate 100 production facilities and sub offices in 25 countries. In 2011, FrieslandCampina reported a total revenue of 9.626 billion Euros and processed 10.140 billion tons of milk.

FrieslandCampina is wholly owned by Zuivelcoöperatie FrieslandCampina U.A., a dairy cooperative with 130 years of experience and 19,848 farmer members in The Netherlands, Germany and Belgium. The cooperative aims to valorise the milk produced by its members and thus create lasting value for all member dairy farmers. Every dairy farmer member owns Royal FrieslandCampina N.V. via the cooperative.

FrieslandCampina plays an important role in meeting the daily nutritional needs of hundreds of millions of people all over the world. The product range consists of dairy drinks, baby and infant food, cheese, butter, cream, desserts and dairy-based functional ingredients. Alongside consumer products, products are also supplied to professional customers active in the baking and hospital sectors, to the food industry and to the pharmaceutical sector.

FrieslandCampina has concentrated its commercial activities in four business groups: Consumer Products Europe; Consumer Products International; Cheese, Butter & Milkpowder and Ingredients. Well-known FrieslandCampina brands are Campina, Chocomel, Fristi, Friesche Vlag, Mona, Optimel, Vifit, Milner, Frico, Buttergold, Valess, Appelsientje, DubbelFriss, CoolBest, Landliebe, Fruttis, Joyvalle, Yazoo, Milli Mia, Pötyös, Napolact, NoyNoy, Dutch Lady, Frisian Flag, Foremost, Peak, Rainbow, DMV, Kievit, Domo, Creamy Creation and Nutrifeed.

For more information, please visit www.frieslandcampina.com

About SEANUTS

South East Asia Nutrition Survey (SEANUTS) is an in-depth 12-month study on nutrition in 4 countries – Indonesia, Malaysia, Thailand and Vietnam – funded by FrieslandCampina for an in-depth understanding on the nutritional status and dietary intake of children from 6 months to 12 years old. The study involves relevant organizations in each country and protocols are determined in order to obtain relevant representational data on national and regional perspectives.

In Indonesia, SEANUTS is conducted in collaboration with PERSAGI (the Indonesian Nutritionists Association) and covers 7,200 children; Malaysia (Universiti Kebangsaan Malaysia/ 3,304), Thailand (Mahidol University / 3,100); Vietnam (National Institute of Health / 2,880).

For Indonesia, this study, which started in January and concludes in December 2011 and covers 48 districts/cities in 25 provinces, is the first comprehensive study on nutrition in the nation's history.

Survey results from SEANUTS are expected to provide currently unavailable data and help present a comprehensive understanding of nutritional issues such as micro nutrition status (iodine, Vitamin A and iron) from the targeted group. This study includes anthropometry, body composition, FFQ & dietary intake, physical activity, bone and mineral density, morbidity, clinical exam, urinary iodine excretion, psychomotoric and cognitive development.

Results from SEANUTS will be published in October 2012 after all data and information are processed, reviewed and agreed thoroughly by all involved parties.

For further information, please visit www.frieslandcampina.com and www.frisianflag.com

For more information:

Stratcom Indonesia

Mutia Wisnu/Renny Rengganis

Tel: (62 21) 721 59099

Fax: (62 21) 7278 6980

E-mail:

mutia@stratcom.co.id renny@stratcom.co.id

PT Frisian Flag Indonesia

Anton Susanto

Corporate Communication Manager

Tel: (62 21) 841 0945, Fax: (62 21) 877 80698

Mobile: +62811 875 862

E-mail: Anton.Susanto@frieslandcampina.com

