



# MYDIN

FOR IMMEDIATE RELEASE

For media enquiries, kindly contact:  
Priyatasha Prem | 012-620 0664 | priyatasha@madhat.asia  
Jun Yuan Wong | 018-571 2300 | [junyuan@madhat.asia](mailto:junyuan@madhat.asia)

## Cadbury Dairy Milk and MYDIN Join Hands to Extend Help to Six Charity Homes

Kuala Lumpur, 28 September 2022 – Mondelez International (Malaysia) through its brand Cadbury Dairy Milk has partnered with MYDIN to lend a hand to underprivileged communities to create a meaningful impact. The funds raised through this *Menyentuh Hati Dengan Pembelian Ikhlas* initiative will be channelled in the form of a five-month food supply to six charity homes in Malaysia.

**Cadbury DAIRY MILK**

TEPOH KEMPEN: 1 JUN -31 JULAI 2022

**MENYENTUH HATI DENGAN PEMBERIAN IKHLAS**

Imbas untuk sertai

**Beli mana-mana 2x produk Cadbury Dairy Milk\***

dengan kerjasama: **MYDIN**

Derma RM0.50

\*Tertakluk kepada terma dan syarat.

**Cadbury DAIRYMILK | MYDIN**



# MYDIN

The initiative is an extension of the #CadburyHuggingBar campaign, aimed to inspire and encourage Malaysians to continue sharing goodness and generosity all around, to Reach Out And Melt Someone's Heart. The campaign included a special initiative where every two Cadbury products sold at any MYDIN outlet saw RM0.50 donated to the MYDIN Prihatin Initiative by Cadbury Dairy Milk Malaysia. The total collected amount will be distributed to selected charity houses in Kuala Lumpur, Selangor, Sarawak, Johor and Kelantan in the form of food supplies for five months.

The six homes that will be receiving food supplies are Persatuan Pemulihan Dalam Komuniti Bangi (PPDK), Pusat Pemulihan Dalam Komuniti Sinar Harapan Shah Alam, Pusat Kebajikan dan Penjagaan Kanak-Kanak Istimewa Kuala Lumpur, Pusat Jagaan Persatuan Disleksia Sarawak, Persatuan Kebajikan Orang Kurang Upaya Xi Le Er in Johor, and the Down Syndrome Care Centre in Kelantan.

“The campaign was launched with an aim to inspire and encourage Malaysians to continue sharing goodness and generosity all around. This is at the core of our Cadbury Dairy Milk DNA and we are grateful to everyone who joined the #CadburyHuggingBar initiative. These collective efforts have created meaningful connections with Malaysians nationwide and provided much-needed aid to the selected charity homes. We would also like to express our gratitude to MYDIN for their partnership as well as their ongoing efforts to support the local community,” **said Arpan Sur, Director of Marketing for Malaysia, Singapore and AMEA Exports, MondelezInternational.**

To mark the culmination of the campaign, Cadbury Dairy Milk and MYDIN hosted an event on 28 September, 2022 at the Persatuan Pemulihan Dalam Komuniti Bangi centre (PPDK@PLPP BANGI) to present the cheque, as well as for volunteers to bring cheer to some of the children from the charity homes receiving aid. The event was attended by **Ng Boon Siew, Senior Marketing Manager of Mondelez International Malaysia and Singapore** and **Ahimmat bin Mydin Mohamed, Executive Director of MYDIN.**



# MYDIN

“MYDIN is steadfast in our efforts to bring smiles and enrich the well-being of the community through MYDIN Prihatin “Kami Bawa Senyuman” initiative. We are proud to be part of this journey with Cadbury Dairy Milk Malaysia, whilst encouraging our customers to share their portion of happiness with the underprivileged. As a responsible corporate citizen, MYDIN will continue the commitment to bring positive impact to the society together with our strategic partners”, **said Ahimmat bin Mydin, the Executive Director of MYDIN.**

Join Cadbury Dairy Milk Malaysia and MYDIN in inspiring and encouraging Malaysians to continue sharing goodness and generosity all around. For more information on Cadbury Dairy Milk Malaysia, check out the brand’s Facebook page at <https://www.facebook.com/CadburyMalaysia>.

## **About Mondelez International (Malaysia)**

Mondelez International is part of the Mondelez International group of companies which empowers people to snack right in over 150 countries around the world, with a strong presence in Southeast Asia. With 2020 net revenues of approximately USD 27 billion, Mondelez International is a member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index.

Mondelez International is leading the future of snacking with iconic global and local brands such as Cadbury Dairy Milk chocolate, Cadbury Zip chocolate wafer, Cadbury 5 Star chocolate, Toblerone chocolate, OREO cookies, Chipsmore cookies, Jacob’s biscuits, Tiger biscuits, Philadelphia cheese, Kraft cheese, Chachos chips, Chipster chips, Twisties snacks and many more. We’ve been part of Southeast Asia for more than 70 years, with operations in Malaysia, Indonesia, the Philippines, Singapore, Thailand and Vietnam. Our +7,000 colleagues work across our ten manufacturing locations – including the plants in Shah Alam and Prai – two research and development technical centers and our sales and marketing network to create products that people can truly love and feel good about. From wholesome treats to indulgent bites, consumers can enjoy the right snack, for the right moment, made the right way.



# MYDIN

## **About MYDIN Malaysia**

MYDIN is a homegrown wholesale and retail chain operated since 1957. MYDIN continues to be the halal key driver for Malaysia Retail Industry providing a wide selection of products while simultaneously orienting the wholesale pricing policy whole year round. Why Pay More? Buy at Wholesale Prices!, MYDIN stores provide every day promising price deals without compromising the quality of goods. MYDIN operates 62 outlets nationwide, comprising 7 business formats.