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Build Meaningful Connections: Pepsi Introduces Offline Initiative to Encourage Quality Family Bonding Moments

This Raya, Pepsi rallies Malaysians to go offline to be more present when reconnecting with loved ones while supporting the underserved communities

KUALA LUMPUR, 11 APRIL 2023 – Pepsi stays committed to creating real connections over mealtimes by launching its 'Build Real Connections' campaign this Raya. **From now till 7th May**, the campaign encourages Malaysians to go offline to focus on moments of face-to-face togetherness during the festive celebrations.



The average Malaysian spends around eight hours and six minutes daily on the internet as of the third quarter of 2022.¹ As a result, the same average Malaysian is on the pulse of every news and trend online. But are we just as present and connected with the most important people in our lives - our family members? The festive Raya season is usually a time to



reconnect with loved ones, often over a fantastic spread of food. However, we have allowed smartphones and technology to disrupt the opportunity for us to be present and form real and meaningful connections with loved ones during mealtimes. Pepsi's Raya film takes this chance to remind us that the time we spend with our family and the real and meaningful connections with them is precious, therefore, reminding us all to focus on connections in real life, instead of the online world.

<https://youtu.be/k5e6pv2RveM>

"At Pepsi, we understand the value of sharing meaningful moments with our loved ones, especially during mealtimes. That's why we've launched our 'Build Real Connections' initiative, designed to encourage everyone to spend quality time and have meaningful connections with loved ones in a world increasingly dominated by digital distractions. As we approach a time when family bonds are more important than ever, we invite you to join us in making a conscious effort to be truly present with those who matter most, and to create lasting memories over shared meals," said **PepsiCo Marketing Director, Mikey Rosales**.

While being present and building real and meaningful connections with your families, pledge to go offline with Pepsi from now till 7th May 2023 for a good cause as well. For every hour offline, Pepsi, together with participating NGO partners, namely Kechara Soup Kitchen Society and The Lost Food Project will donate a meal care pack² to the underserved communities. Each meal care pack can provide nourishing sustenance for at least one or up to six weeks to those in need.

"As the festive season of Raya approaches, we know that it's a cherished time for families to bond, celebrate, and show compassion to those in need. At Pepsi, we're proud to combine these heartfelt traditions through our 'Build Real Connections' campaign. We invite you to pledge your commitment to rekindle the warmth of family gatherings while extending a helping hand to our communities. When you disconnect from digital distractions, we will donate meal care packs, and you will also stand a chance to win fantastic prizes! Let's embrace the spirit of Raya together", said **PepsiCo Beverage Marketing Lead, Jennifer Lee**.

To participate, simply:

1. Scan the QR code or head over to the microsite: <https://bit.ly/pepsioffline>
2. Click 'Join Now' to go offline and put away your phone without touching it for up to 2 hours each time.
3. Accumulate as many offline hours as possible and the better chances of winning a trip to Japan, Grabfood vouchers & more! Terms & conditions apply.



Ready to be present and build real and meaningful connections this Raya? Scan the QR code to join now! For more information and updates, visit the Pepsi Facebook (<https://www.facebook.com/PepsiMalaysia>) and Instagram (@pepsimyl) page.

¹"Average time spent using online media in Malaysia in 3rd quarter 2022, by activity", Statista Research Department, Feb 27, 2023

²Up to 2,270 meal care packs will be provided that can sustain meals for at least one or up to six weeks

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About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$86 billion in net revenue in 2022, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and



SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive) . pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the centre of how we will create value and growth by operating within planetary boundaries and inspiring positive change for the planet and people. For more information, visit www.pepsico.com, and follow on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) @PepsiCo.

About Kechara Soup Kitchen Society

Kechara Soup Kitchen Society (KSK) has been serving marginalised communities in Malaysia for over 15 years; these include the homeless, urban poor and Orang Asli populations. In recent years we have strategically expanded our focus upstream of the poverty curve to reach the urban poor via our Food Bank and Empowerment Programs. These programs aim to provide assistance to the most vulnerable segments of our community, before they fall into complete poverty and hardship.

About The Lost Food Project

The Lost Food Project is a food rescue organization that rescues good quality, in date, perfectly edible, nutritious food and non-food products that would otherwise end up in landfill. We distribute these products that are often referred to as “surplus” to those who need it most - regardless of religion, gender, age, disability or ethnic group. To date, we have worked with over 82 NGOs which serve the elderly, orphans, disabled, homeless, refugees and other underserved communities. We also work with B40 families in cluster homes, flats, low cost housing and PPR projects in Klang Valley and Johor Baharu.

With the support from our amazing team of food heroes – partners, volunteers, donors and supporters, we rescued over 4.5 million kilos of food from landfill which equates to over 15 million meals to charities and B40 families since our inception in 2016. This also equates to 11 million kilograms of carbon saved from the landfill.