



# Giving Back to the Community



The Group believes it has a responsibility to support the communities in which it operates by playing an active role in cities and countries where we live and work. Highlights of our community activities over the past year include:

At the Group level, Dairy Farm offers continuing support to MINDSET, the Jardine Matheson Group's philanthropic initiative which supports initiatives benefitting people suffering or recovering from mental illnesses and the promotion of mental health in Hong Kong and Singapore. The support is financial, in kind and the active participation of our people in range of projects alongside service users.

IKEA Indonesia is offering its iconic, environmentally friendly Blue Bag to customers instead of regular plastic bags – donating 100% of revenues from Blue Bag sales to Mercy Corps Indonesia, a local water sanitation and sewage project in the Penjaringan area. Around 150 families and 200 children have benefitted from the project by improving access to latrine facilities. In the next phase, the IKEA Indonesia team will extend the Blue Bag programme to additional locations, providing real benefits to even more families.

In Hong Kong, Wellcome has joined hands with Feeding Hong Kong, Food for Good and Food Angel to reduce food waste while helping to feed the underprivileged – donating nearly 150,000 meals so far.

In 2015, Dairy Farm Singapore won the Best Effort in Corporate Social Responsibility Award presented by the Federation of Asia Pacific Retailers' Association. The award recognized the 'Dairy Farm Cares' initiative, a 10-Point Plan which promotes sustainability in three key areas – the environment, the community and people.



◀ Wellcome plays its part in reducing food wastage in Hong Kong