FGV Unveils New Corporate Video in Cultivating a Sustainable Future



KUALA LUMPUR, 1 SEPTEMBER – FGV Holdings Berhad (FGV), Malaysian based, world's leading producer of crude palm oil (CPO) is proud to announce the release of its new corporate video in conjunction with the upcoming 66th Merdeka Celebration. Themed 'Cultivating a Sustainable Future', the 3D animation video tells a high-level story about FGV through a unique narrative lens and exudes a compelling glimpse into FGV's journey towards a more sustainable future.



FGV's new corporate video covers approaches such as farm-to-table, implementation of biological methods, as well as investment in research efforts.

The video eloquently showcases FGV's sustainability strategies, encompassing farm-to-table approach, implementing biological control methods like owls for pest control, and investing in extensive research and development efforts. It also showcases how FGV embraces digitalisation, including data integration and real-time monitoring, along with automation for enhanced efficiency across the supply chain especially in its logistics business. Those strategies boost efficiency and productivity while ensuring traceability and responsible practices from the plantation to mills, to logistics and all the way through to the end-consumers.

"At FGV, sustainability is not just a corporate buzzword; it is at the front and centre of our business. We are committed to respecting human rights, protecting the environment as well as in promoting economic growth particularly in the communities we serve. Our video theme, 'Cultivating a Sustainable Future,' aligns well with our *Re-Defining FGV* efforts in highlighting FGV as a company that champions sustainable foods and agriproducts for generations to come. It also beautifully complements the 66th Merdeka slogan, "Malaysia Madani: Tekad Perpaduan, Penuhi Harapan" in giving hopes for sustainable food supply for all Malaysians," said Dato' Nazrul Mansor, Group Chief Executive Officer of FGV.



Dato' Nazrul Mansor, Chief Executive Officer of FGV delivered the opening speech at the recent SAJI campaign launch.

In leveraging the 66th Merdeka celebration and in further supporting FGV's role in championing sustainable foods and agriproducts, FGV's homegrown food brand, SAJI, will also be launching its heartwarming 'SAJI Terima Kasih Malaysia' campaign in August 2023. This campaign serves as a poignant tribute to the unwavering support of devoted customers who have remained loyal to the brand, contributing to SAJI's enduring success.



FGV's top management was also present to participate in the launch ceremony of 'SAJI Terima Kasih Malaysia' which was held recently.

The campaign encompasses a wide array of promotional offers, including special promotions, discounts, giveaways, exclusive deals, and engaging themed social media activities. Additionally, a booth has been set up from 26-31 August at KL Golden Triangle, offering a range of activities, including a grand countdown on 30 August, the eve of Merdeka Day. A video tribute named "Perajurit Dapur", dedicated to the unsung heroes of our society will also be unveiled as part of the campaign.



Gathering in the spirit of independence! Hundreds came together for the SAJI Terima Kasih Malaysia: Perajurit Dapur Merdeka Eve celebration at Lot 10, Kuala Lumpur.

FGV is fully committed to meeting the surging demand for quality, nourishing and affordable products in the market through its various consumer goods brands such as SAJI, ADELA, SERI PELANGI, GULA PRAI, LADANG'57 and BRIGHT COW. Being one of the key food players in Malaysia, FGV aims to play a significant role in the country's national food security agenda by bringing high-quality and nutritious food products at affordable prices to all Malaysians and in achieving our vision in delivering sustainable foods and agriproducts to the world.



100 Warga FGV represented Group FGV Contingent at the National Day Celebration Parade 2023 in Putrajaya.

For an exclusive viewing of the new FGV corporate video, please visit FGV Holdings social media platform namely *Facebook, Instagram, TikTok. LinkedIn and YouTube* and our website at www.fgvholdings.com. Additionally, join us in celebrating the unsung culinary heroes by watching the "Perajurit Dapur" video on SAJI Malaysia's Facebook and Instagram.

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