

Immediate Release

## **Vitasoy Supports Community Care Programme for Rural Children in Mainland China Incorporates Sports Elements to Promote Healthy Lifestyles and Well-being**



(HKSAR, 27 May 2024) Vitasoy International Holdings Limited (“Vitasoy” or the “Company”, SEHK Code: 00345) marked the second anniversary of its Mainland China community care programme, “Promoting Healthy Diets and Supporting Rural Revitalisation” (the “Programme”). A recent event was hosted in Beijing to summarise the programme’s achievements and raise public awareness of children’s health with an aim of building a Healthy China.

Supported by Vitasoy, the Programme was launched under the auspices of the Chinese Centre for Disease Control and Prevention, co-organised by Health.People.cn and Beijing Health Alliance Charitable Foundation. The Programme has reached 10 rural counties in 6 provinces, including Guizhou, Hunan, Gansu, Shanxi, Hebei, and Henan, distributing over 2.5 million packs of Vitasoy Low Sugar Soyabean Milk and benefitting 6,500 rural children in 47 primary schools in two years. In addition, booklets featuring three healthy habits – “Eat Well, Exercise Well and Sleep Well” were distributed, and nutrition classes on healthy diets were arranged.

Gu Tao, Sustainability Director of Vitasoy Mainland China, said, “Vitasoy is dedicated to providing quality plant-based products for consumers and encouraging the public to recycle their household waste for an eco-friendly habit and a sustainable lifestyle. Our volunteers also participated in various activities to share the low-carbon concepts with rural students through environmental learning sessions, contributing to China’s transition towards a greener and more sustainable society.”

In 2023, the Programme garnered staunch support and participation of the General Administration of Sport of China with sports elements incorporated into a series of engagement sessions attended by national athlete representatives. These sessions aimed to create a fun campus experience and foster exercise habits while promoting physical health and boosting their willpower. Among the donated items, Vitasoy's eco-friendly table tennis rackets made from recycled beverage cartons were well-received among children. The rackets remind the children of the importance of green living through sports activities.



Diana Mao, Chief Communications Officer of Vitasoy Group, said, “As a Chinese enterprise, Vitasoy is committed to supporting children in rural areas with adequate nutrition and maintaining physical health through the community care programme. Vitasoy is keen to contribute to rural revitalisation and the building of a Healthy China. Looking ahead, Vitasoy will strive to collaborate with different stakeholders to further expand the community care programme. Vitasoy aims to promote the importance of balanced diets and healthy lifestyles to more families while encouraging the overall community to create a more favourable environment for the livelihood of children in Mainland China.”





[Click here](#) to download photos and video.



## About Vitasoy

Vitasoy International Holdings Limited is a leading manufacturer and distributor of plant-based food and beverages. Established in 1940 by the late Dr. Kwee-seong Lo in Hong Kong China, the Company strives to promote sustainable plant-based nutrition through provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Currently, Vitasoy has operations in China, including Mainland China and Hong Kong Special Administrative Region, Australia, Singapore and the Philippines. Its products are available in about 40 markets worldwide.

Vitasoy is listed on the main board of the Hong Kong Stock Exchange (00345.HK) and included as a constituent of Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index, and the Hang Seng Stock Connect Hong Kong Index, among others.

Vitasoy website: [www.vitasoy.com](http://www.vitasoy.com)

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