



MEDIA RELEASE

For immediate release

Leading palm oil conglomerate Musim Mas Holdings donates \$1,000,000 to the Alzheimer's Disease Association

[SINGAPORE, 04 JULY 2019]

SINGAPORE – Musim Mas Holdings (“Musim Mas”), one of the world’s largest palm oil companies, has donated \$1,000,000 to the Alzheimer’s Disease Association (“ADA”) to help improve the lives of those living with dementia and their caregivers and also to increase the awareness of dementia in order to reduce the stigma associated with it.

The donation will go towards providing one year of financial assistance for over 300 families who have loved one(s) with dementia and are unable to afford the fees to attend ADA’s daycare centres (also known as “New Horizon Centres”), which span across four locations in Singapore.

It will also go towards sponsoring cognitive and physically stimulating enrichment activities for persons with dementia and their caregivers who attend the Family of Wisdom (“FOW”) programme. With three FOW locations, activities are conducted with a social element to foster greater interaction between caregivers and persons with dementia.

Leveraging on technology, proceeds will also go into the use of assistive technology and new therapies for ADA’s clients and their caregivers. Among the planned initiatives is to introduce virtual reality and therapeutic engagement at ADA’s centres. One example is for persons with dementia to engage in electronic cognitive games aimed at stimulating the mind and helping to improve their memory.

A cheque for \$1,000,000 was presented to Dr Ng Li Ling, Vice-President of ADA by Mr Alvin Lim, Director and Chief Financial Officer at Musim Mas.

The ceremony was held at a media event at Our Tampines Hub this morning and witnessed by Mr Desmond Choo, Mayor of North East District & Adviser to Tampines GROs.



Mr Hall said, "Giving back to the community has long been part of Musim Mas' DNA. From sustainable oil palm production to social programmes centred around education and healthcare, we strive to put the people in our communities at the heart of all that we do."

"In ADA, we found the perfect partners who are passionate about improving the lives of those around us who need help. We are glad the money will go a long way to improving ADA's host of programmes and services aimed at helping both persons with dementia and their caregivers."

Ms Maggie Lee is one of the many caregivers whose loved ones are receiving support from ADA. Her husband was diagnosed with young onset dementia in January 2015 and is currently attending ADA's New Horizon Centre (Jurong Point). Next month, he will be further engaged by carrying out duties at ADA Café, a platform for persons with young onset and mild dementia to contribute and be involved in the community. Ms Lee is also currently a part-time employee at ADA's FOW, and she is thankful to have ADA with her every step of the way. Ms Lee also stresses the importance of having a support system, "Seek advice from your doctors and organisations like ADA who can journey with you and get practical information, advice and guidance."

Expressing her gratitude on the donation, Dr Ng said, "We are thankful for the generosity and partnership from Musim Mas. With their donation, it will propel ADA to further extend and improve our programmes and services for our persons with dementia and their families. The operational cost to run the Association is expected to rise year-on-year as dementia becomes more prevalent and with more people seeking help. All of us must recognise that it takes a collective effort from corporate organisations like Musim Mas, community partners and members of the public to tackle dementia."

Mayor Choo noted the rising prevalence of dementia among the elderly in Singapore. "Today, one in 10 seniors aged 60 years and above is likely to have dementia. This translates to about 82,000 people, and the number is expected to exceed 100,000 in just a few years."

A study by the Institute of Policy Studies (IPS) revealed that all generations felt strongly that the responsibility to care for the elderly lies within their families. Mayor Choo recognises the



importance of creating an environment which embraces our elderly with dignity and respect. In addition to developing services and infrastructure to cater to persons with dementia, he emphasises that our society also has to adopt a more inclusive mindset.

The ADA donation is just one of the many ways in which Musim Mas contributes to the community.

In Indonesia, it set up the Anwar Karim Foundation, named after Musim Mas' late founder, who believed in providing access to education and healthcare services to the less privileged. The Anwar Karim Foundation builds schools, provides free public health programmes and is also a regular supporter of orphanages and old folks' institutions in Medan, Riau, West and South Sumatra and Central Kalimantan.

In Singapore, they have set up an endowed professorship in Sustainability at the National University of Singapore. They aim to fund research to enhance the literature for sustainability management in Asia, while educating future business leaders so that they may contribute meaningfully to sustainable development. To further their sustainability efforts, they are also the proud sponsor of the World of Palms at Gardens by the Bay, which aims to educate visitors about oil palm trees and their uses.

Musim Mas is also an advocate of responsible palm oil production. It is the only major South-east Asian palm oil company to join the Palm Oil Innovation Group (POIG), which works to provide innovative solutions to address critical, longstanding issues within the industry. In addition, Musim Mas works with the International Finance Corporation (IFC), part of the World Bank Group, to help Indonesian farmers adopt more efficient and sustainable farming methods.

Outside of the palm oil industry, Musim Mas stands by the ageing population in Singapore and is equally passionate about doing its part to fight dementia.

It produces dr. MCT®, a health food which contains Medium Chain Triglycerides (MCTs). MCTs are a unique form of dietary fat offering a host of health benefits which are popularized by executives in Silicon Valley for using it to boost energy levels. MCTs are known to act as an alternative to glucose, especially for those diagnosed with neurodegenerative diseases such as Alzheimer's. MCTs produce Ketones which are an



effective source of fuel for cognitive functioning in persons with dementia as their neurons will lose the ability to efficiently use glucose. Dr. Mary Newport from the United States has also pioneered the usage of using MCTs in the diets of persons with dementia in a bid to provide energy to their brains.

ADA expresses their appreciation to all donors, as every dollar helps them serve persons with dementia and their caregivers better. Said Dr Ng, "As we continue to support our persons with dementia and their caregivers, we will strive to explore innovative initiatives to do even more. To do that, the Association requires more funds to kickstart programmes and we hope for more individuals and organisations like Musim Mas to come forward and donate. Let us remind each other that it is still possible to live a full life despite dementia."

Prospective donors and members of the public can support ADA's cause through various platforms at <http://alz.org.sg/donate/>.

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About Musim Mas Holdings

Headquartered in Singapore, Musim Mas is involved in every part of the palm oil supply chain: from managing plantations and mills to refining crude palm oil and manufacturing palm-based products. They are supported by an extensive fleet of ship tankers and barges that enhance their logistical capability. They have over 37,000 employees in 13 countries across Asia Pacific, Europe, and the Americas, committed to meeting global palm oil demand in an environmentally, socially and economically viable way.

About Alzheimer's Disease Association

ADA was formed in 1990 because of a growing concern for the needs of persons living with dementia and their caregivers. The Association hopes to reduce stigma by increasing awareness and understanding of dementia; enabling and involving persons living with dementia to be integrated and accepted in the community; and leading in the quality of dementia care services for persons living with dementia and their families. Striving towards a dementia inclusive society through its four strategic service pillars; Centre-Based Care, Caregiver Support, Academy and Community Enabling, ADA aims to advocate and inspire the society to regard and respect persons living with dementia as individuals who can still lead purposeful and meaningful lives. For more information, visit <http://alz.org.sg/>.



About Despite Dementia

Despite Dementia is an awareness campaign by ADA that aims to tackle the stigma faced by persons living with dementia and caregivers. Based on findings from the first national survey on dementia in Singapore (dubbed: [Remember.For.Me](#)) by Singapore Management University and ADA in 2019, it highlights a need to continue increasing awareness on dementia and combat the stigma that surrounds it. *Despite Dementia* reminds all of us to love and learn about persons with dementia and encourage them to live life to the fullest despite having the condition.

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