

FOR IMMEDIATE RELEASE

19 March 2013

MEDIA RELEASE

Pharmaniaga Set Foot In Kidzania Kuala Lumpur

Kuala Lumpur - Much to the pleasure of children, and to parents who would like their children to experience work as medical researchers, Pharmaniaga unveiled an establishment known as Citrex Vitamin Research Institute in Kidzania Kuala Lumpur, recently.

Officially unveiled by Pharmaniaga Berhad Managing Director, Dato' Farshila Emran, the Citrex Vitamin Research Institute is a place where children get to learn how vitamins are made.

The whole education process starts with the children applying for the job as researchers at the institute in which they get to adorn the appropriate outfit such as white lab coat, face mask, gloves and hair net.

They will also learn about acidity by mixing ascorbic acid which is the raw material needed to produce Vitamin C, with water and test the solution with litmus paper.

"At this establishment, the children will be given a basic understanding on how Citrex Vitamin C is being produced at Pharmaniaga's manufacturing plant in accordance with the strict Good Manufacturing Practice guidelines," said Farshila.

"The little "institute" also provides a video presentation which the children will learn that vitamins come in many shapes, sizes and forms and how they are delivered to hospitals, clinics, pharmacies and also supermarkets", she added.

It would take child approximately 20 minutes to experience working at the establishment and at the end of the session, each child will take home a sample of a Citrex Vitamin C.

Besides the vitamin samples, Pharmaniaga also rewards 8 Kidzos (Kidzania currency) for any child who chooses to work at its establishment.

According to Farshila, “Children need to pay Kidzos to work at some establishments, while some can earn up to 5 Kidzos at some other establishments. But we reward our “employees” handsomely with 8 Kidzos”.

“Even in Kidzania, we strive to be the employer of choice!”, she concluded, expressing amusement.

Together at the opening of Citrex Vitamin Research Institute were Pharmaniaga Berhad Chief Operating Officer, Mohamed Iqbal Abdul Rahman and Themed Attractions And Resorts Sdn Bhd Chief Executive Officer and Managing Director, Tunku Dato’ Ahmad Burhanuddin



Unveiled: Dato’ Farshila Emran officiating the Opening Ceremony watched by (from left) Mohamed Iqbal and Tunku Dato’ Ahmad Burhanuddin.



Safe working environment: Children are supervised by instructors during the process.



High-tech: Children are given the chance to operate the machine.



Fruit of labour: A participant waiting to collect the product.



Rewarded: Children are given Citrex Vitamin C.



Organized: Instructors explaining the flow before initiating the manufacturing process.

end

ABOUT PHARMANIAGA BERHAD

Pharmaniaga Berhad, a member of Boustead Group is an investment holding company listed on the Main Board of Bursa Malaysia. The Pharmaniaga Group's core businesses are generic pharmaceuticals manufacturing, research and development, marketing and sales, warehousing and distribution of pharmaceutical and medical products as well as supply, trading and installation of medical and hospital equipment.

With a vision to be the premier Malaysian pharmaceuticals company, Pharmaniaga is guided by its philosophy of 'doing business with a conscience' and is empowered by its

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Pharmaniaga Berhad

mission of **enriching life together**. Already operating in 38 sites across 3 countries (Malaysia, Indonesia & Vietnam) the Pharmaniaga Group is positioned to be a regional player in the international pharmaceuticals arena.

“Issued for the Pharmaniaga Group by Corporate Communications Division, Pharmaniaga Berhad.

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