

13 February 2009

## MEDIA STATEMENT

### Victoria Bushfires – Nestlé Response

Nestlé is deeply saddened by the tragedy caused by the Victorian bushfires. Our heartfelt sympathy goes out to the thousands of families that have lost their homes or are dealing with the loss of loved ones.

In a bid to assist those impacted by this disaster, Nestlé has:

- Donated \$100,000 to the Commonwealth Bank's Series Bushfire Appeal, which will be directed to the Victorian Premier's Bushfire Fund
- Donated around \$400,000 worth of food and beverages to those made homeless by the disaster and to the hardworking Emergency Services personnel
- Matched the Federal Government's grant of \$1000 per adult and \$400 per child for employees who are victims of the crisis

Fran Heron, Corporate Affairs Manager for Nestlé Australia, said the company is also providing counselling through its Employee Assistance Program.

"Counsellors were on the scene at our factories very promptly and members of our Broadford and Campbellfield management teams are also meeting with affected employees to ascertain what else the company can do to help," Ms Heron said.

"To our great relief, all our people are confirmed as safe and so are their families. Everyone at Nestlé Australia extends their heartfelt sympathy to all those affected by this awful event, which we are all too aware is far from over." The fires came within one kilometre of the company's Broadford factory, Ms Heron said.

Mr Frits van Dijk, Nestlé's head of operations in Asia, Oceania and Africa, said the company's sympathy was with all Australians impacted by the bushfires, particularly Nestlé's employees at the Broadford, Campbellfield factories and sales forces throughout Victoria.

"Our thoughts are with our affected employees and their families and we wish them all the strength and encouragement during the coming weeks," said Mr van Dijk.

The donations of foods included Maggi noodles, Nescafé, Uncle Tobys muesli bars and breakfast cereals, Milo and of course, confectionery. Nestlé Waters sent bottled water; Musashi provided PowerBars and recovery drinks and Nestlé Purina organised support for those whose pets were displaced by the tragedy.

"We also gladly complied with an official request for infant food," Ms Heron said.

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