

For Immediate Release

Vitasoy Beverage Packaging Sustainability Exploration Journey Exhibition First of its Kind in Hong Kong to Promote Recycling

(Hong Kong, 30th October 2020) Vitasoy Hong Kong (“Vitasoy”) is holding its first-ever sustainable packaging-themed **Vitasoy Beverage Packaging Sustainability Exploration Journey** exhibition at TKO Plaza from 30th October to 8th November. The exhibition aims to increase public understanding of sustainability in beverage cartons and bottles, the importance of clean recycling, and the value of recycling and upcycling. Vitasoy has installed a beverage plastic bottle reversed vending machine and a beverage carton recycling bin at the venue to further encourage public participation in beverage recycling. In addition, the exhibition includes photo spots, environmental handicraft workshops, and interactive games, promoting recycling through a wide range of activities.

Vitasoy has accompanied the growth of Hong Kong people for 80 years, delivering quality nutrition and excellent taste while actively promoting sustainability. For example, 100% of the material in Vitasoy's paper cartons are sourced from certified sustainable forests, aiding the protection of forest ecosystem. Also, the bottles for VITA™ Distilled Water are made of 100% recycled polyethylene terephthalate (“rPET”). In addition, Vitasoy has launched a series of recycling education activities to encourage waste reduction and clean recycling of plastic bottles and beverage cartons by consumers. Last year, in cooperation with various organizations, Vitasoy set up more than 250 beverage carton recycling bins at schools, malls, housing estates, and community recycling centres, sending all collected cartons to the Mil Mill carton recycling factory to support the value chain of local carton recycling.

“Vitasoy has always been committed to promoting sustainability,” said Ms. Dorcas Lau, Chief Executive Officer of Vitasoy Hong Kong. “With the support of Nan Fung Property Management, we have launched the first sustainable beverage carton-themed exhibition in Hong Kong. We hope that the exhibition’s many activities will bring the public a better understanding of the sustainable development of beverage packaging and the process of recycling, encourage clean recycling, and inspire people to bring new life to recycled beverage packaging and transform them into new products.”

“We are committed to doing our part for the environment through proactively collaborating with various partners for green initiatives.” said Mr. Derek Chan, Assistant General Manager, Nan Fung Property Management. “Beginning this August, we have been supporting Vitasoy’s Beverage Carton Clean Recycling Education Programme by installing recycling bins at our managed properties including TKO Plaza. This exhibition is a good opportunity to deepen the public understanding of the beverage packaging recycling process, promote recycling and upcycling, and extend the lifespan of beverage packaging.”

The **Vitasoy Beverage Packaging Sustainability Exploration Journey** exhibition contains four sections, including the “Knowledge Corridor”, “Experience Zone”, “Creative Art Area”, and “Environmental Handicraft Workshop”. Through the exhibition panels, the public will understand the materials used to produce beverage packaging. To increase awareness of clean recycling, visitors can also go on a virtual tour of the Beverage Carton Sustainability Education Centre to explore the life journey of a paper carton and discover the products that can be made from the recycled material of a beverage carton. The exhibits include samples of recycled-material products made by students, such as prints and stools made with beverage cartons and plastic bottles.

Visitors may participate in the limited-time environmental handicraft workshop, using recycled beverage cartons and plastic bottles to make little lanterns, mask covers, windmills, and plant baskets. They may also participate in interactive games and win gifts. The exhibition also encourages visitors to support clean recycling and those who recycle 30 and 50 cleaned beverage cartons or plastic bottles at the venue may redeem a drink and a limited-edition Vitasoy eco-bag (limited quantity, first come first served) respectively.

Vitasoy Beverage Packaging Sustainability Exploration Journey exhibition

Date: 30th October 2020 – 8th November 2020

Time: 10:00 am – 8:00pm

Venue: Level 1 Zone B, TKO Plaza, 1 Tong Tak Street, Tseung Kwan O

Photo Download: <https://bit.ly/37SUs4V>



Photo 1: From now until 8th November, Vitasoy is holding the **Vitasoy Beverage Packaging Sustainability Exploration Journey** exhibition at TKO Plaza, promoting the message of recycling and upcycling.



Photo 2: Ms. Dorcas Lau (centre), Chief Executive Officer, and Mr. Jack Wong, Manager (right), Sustainability and Commercial Excellence of Vitasoy Hong Kong (right), pictured with and Mr. Derek Chan (left), Assistant General Manager, Nan Fung Property Management.



Photo 3: Visitors can go on a virtual tour of the Beverage Carton Sustainability Education Centre to explore the life journey of a beverage carton.



Photo 4: Lantern and mask protective cover made with beverage cartons in free environmental handicraft workshops.



Photo 5: Mini flower basket and little windmill made of rPET bottle in free environmental handicraft workshops.

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 nutrition through provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Vitasoy cares about the social responsibility and contributes to the communities that the company serves. Currently, Vitasoy has manufacturing operations in Hong Kong China, Mainland China, Australia and Singapore. 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 MSCI Hong Kong Index, Hang Seng Stock Connect Hong Kong Index, Hang Seng SCHK Connect Hong Kong Big Bay Area Index and Hang Seng Corporate Sustainability Benchmark Index, among others.

Vitasoy website: www.vitasoy.com

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