

For Immediate Release

Third Anniversary of Vitasoy Community Care Programme Continues to Promote Healthy Diets in Rural Schools, Nurtures Children's Growth through Nutrition and Exercise



(HKSAR, 8 April 2025) Vitasoy International Holdings Limited (“Vitasoy”, together with its subsidiaries, the “Group”, HKEX: 00345) celebrated the third anniversary of its community care programme in Mainland China, “Promoting Healthy Diets and Supporting Rural Revitalisation” (the “Programme”). As Vitasoy looks back at the achievements of the Programme, Vitasoy remains committed to investing resources that benefit more rural families and children.

Under the auspices of the Chinese Centre for Disease Control and Prevention, Vitasoy joined hands with Health.People.cn and the Beijing Health Alliance Charitable Foundation to launch the Programme in Mainland China in December 2021. Over the past three years, the Programme has reached 11 rural districts and counties across 7 provinces, including Guangdong, Hebei, Henan, Gansu, Shanxi, Hunan, and Guizhou, distributing over 4.5 million packs of nutritious Vitasoy Soyabean Milk and benefitting around 7,000 rural children in 49 schools.

In addition to providing nutritious Vitasoy Soyabean Milk, Vitasoy offered health education classes and sports activities as part of the Programme. These initiatives encouraged children and adolescents to cultivate healthy habits, including adopting balanced diets and exercising regularly, supporting them to become students who “Eat Well, Exercise Well, and Sleep Well”. During the Programme, Vitasoy volunteers guided students in constructing paper planes from Vitasoy recycled beverage cartons while delivering engaging lessons on plant-based nutrition and environmental protection.



Mr. Roberto Guidetti, Group Chief Executive Officer of Vitasoy, said, “Vitasoy has always upheld its original aspiration of ‘Enhancing Nutrition for the Community’. With the support from different parties, we proactively engaged with rural communities to promote balanced diets and healthy lifestyles through distributing our nutritious Vitasoy Soyabean Milk and health education classes. Through this Programme, we strive to foster the healthy growth of children and adolescents in rural areas, contributing to rural revitalisation.”

The Programme has extended beyond the classroom by providing sports sessions. Joined by national athletes, teachers, and volunteers from Vitasoy, these interactive sessions encouraged children to develop exercise habits, boosted their willpower, and promoted their physical and mental development, laying a solid foundation for a healthy future.



Mr. David Wang, Chief Executive Officer of Vitasoy Mainland China, said, “Vitasoy is committed to supporting children in rural areas of Mainland China by providing adequate nutrition and promoting physical health through our Vitasoy Community Care Programme. Looking ahead, Vitasoy will continue to leverage our influence and encourage various stakeholders to join this Programme, benefitting more rural schools, families, and children as they smile and grow with Vitasoy.”



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Click [here](#) to download photos.



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 Hang Seng Corporate Sustainability Benchmark Index, among others.

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